LIFE

BEGINNING, A SERIES ON

HIGH SCHOOL EDUCATION IN THE U.S.

PART I—A BIG PUBLIC INSTITUTION

NIXON, A VICE PRESIDENT WHO IS MAKING GOOD

BY ROBERT COUGHLAN



20 CENTS

DECEMBER 14, 1953

REG. U. S. PAT. OFF.

Arrow GABANARO

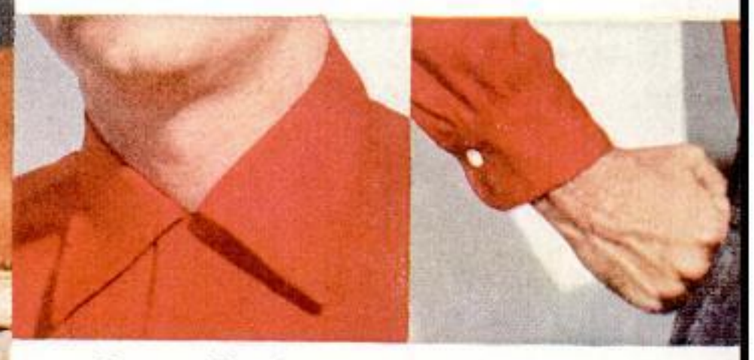
...as welcome all year round as it is on Christmas morning!

Arrow Gabanaro fits a man perfectly because it comes:

1. in his exact collar size,
2. in his exact sleeve length,
3. labeled SANFORSET® for permanent fit... longer wear.

These fastest-selling sport shirts come in a range of colors that rival a Christmas tree . . . look as perfect with a tie as your regular shirts. (The new, comfortable ARAFOLD collar can take a bow on this!)

You can give every man on your list an Arrow GABANARO with confidence—and see it worn with pride! $6.50.



Exact collar size — Exact sleeve length

another smartly styled

ARROW®

SPORT SHIRT

by Cluett, Peabody & Co., Inc.

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Listerine Antiseptic Stops Bad Breath 4 Times Better Than Any Tooth Paste!



No tooth paste—Regular, Ammoniated, or Chlorophyll—can give you Listerine's lasting protection

Before you go any place where you might offend . . . on a date, to a party, to any business or social engagement . . . remember this: Far and away the most common cause of offensive breath is the bacterial fermentation of proteins which are always present in the mouth. So the best way to stop bad breath is to get at bacteria . . . to get at the major cause of bad breath.

That's a job for an antiseptic. And that explains why, in clinical tests, Listerine Antiseptic averaged four times better in stopping bad breath than the leading tooth pastes it was tested against!

No tooth paste kills odor bacteria like this . . . instantly

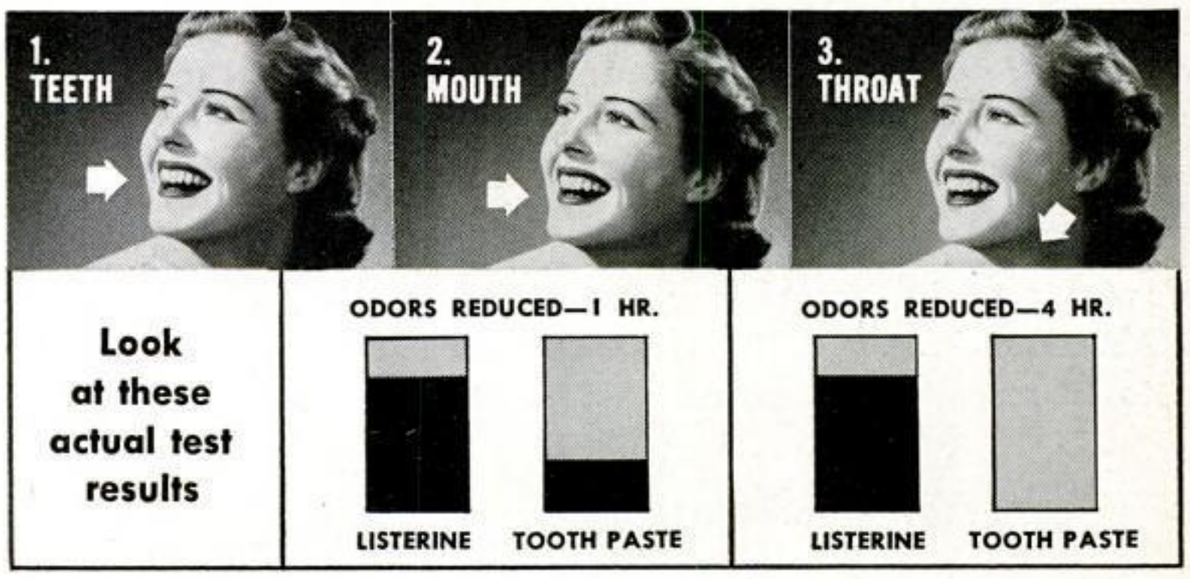
Listerine Antiseptic does for you what no tooth paste can possibly do. Listerine instantly kills bacteria—by millions—stops bad breath instantly!, and usually for hours on end. No tooth paste, of course, is antiseptic. Chlorophyll doesn't kill germs—but Listerine kills bacteria by millions, gives you lasting antiseptic protection against bad breath.

So, remember—especially before any date—Listerine Antiseptic, always!

Stops Bad Breath up to 3-4 times longer!

Listerine Antiseptic was recently tested by a famous, independent research laboratory against leading tooth pastes. Listerine averaged at least four times more effective in stopping bad breath odors than any of the products tested. By actual test, Listerine Antiseptic stopped bad breath up to three to four times longer than the tooth pastes!

LISTERINE ACTS ON 3 AREAS WHERE BREATH ODORS CAN START



THE MOST WIDELY USED ANTISEPTIC IN THE WORLD



and for COLDS and SORE THROAT (DUE TO COLDS) . . .

GARGLE LISTERINE . . . Quick and Often

This pleasant precaution can help nip a cold in the bud or lessen its severity. The same is true in reducing the number of sore throats. That's because Listerine reaches way back on throat surfaces to kill millions of germs before they can invade throat tissues and cause much of the misery you associate with colds.

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Stock-car racing proves Champion spark plugs will make your car run better!



Stock cars are standard automobiles, just like yours. But no family sedan ever took the beating they take in the Big Four of stock-car racing: Daytona Beach, Fla., Langhorne, Pa., Raleigh, N. C. and Darlington, S. C.

That's why Champions' complete success in these top NASCAR races again in 1953 should make it plain to all motorists: Champion Spark Plugs bring any car to its performance peak—and keep it there—regardless of make or model or how you drive it! See your Champion dealer—soon!

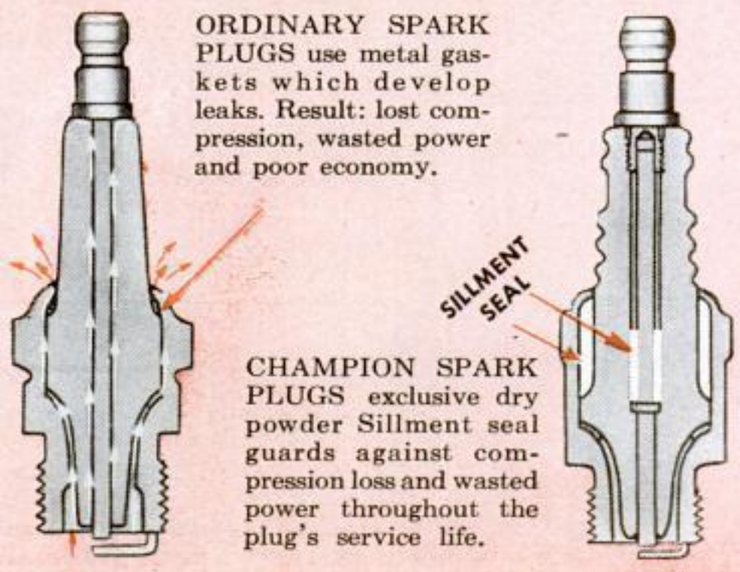
AMERICA'S FAVORITE

CHAMPION

SPARK PLUGS

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

ANOTHER CHAMPION FEATURE



ORDINARY SPARK PLUGS use metal gaskets which develop leaks. Result: lost compression, wasted power and poor economy.

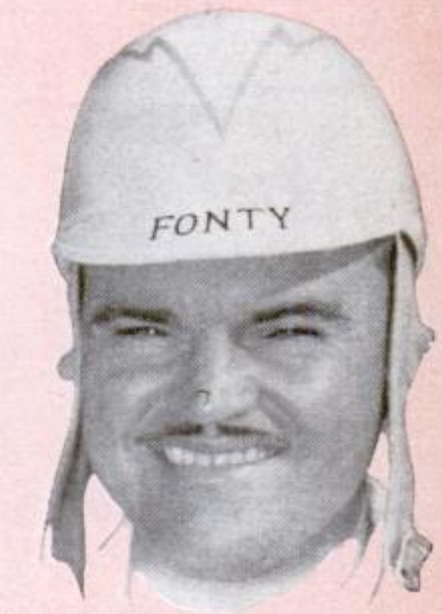
CHAMPION SPARK PLUGS exclusive dry powder Sillment seal guards against compression loss and wasted power throughout the plug's service life.



BILL BLAIR, WINNER—
Daytona Beach, '53 Oldsmobile
with **CHAMPIONS!**



DICK RATHMAN, WINNER—
Langhorne, Pa., '53 Hudson
with **CHAMPIONS!**



FONTY FLOCK, WINNER—
Raleigh, N. C., '53 Hudson
with **CHAMPIONS!**



BUCK BAKER, WINNER—
Darlington, S. C., '53 Oldsmobile
with **CHAMPIONS!**

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Christmas is a Little Doll

Soon it will be the night before Christmas. And many an excited little girl will be nestled all snug in her bed, to dream of sleigh bells and reindeer and a cuddly doll beneath a tree.

Santa Claus is such a jolly fellow that he wouldn't want to miss anyone. But it could happen and that would be very sad indeed.

So again this year, telephone girls in many communities will be helping Santa get around. For days and weeks they have been spending their spare time dressing dolls for little girls.

Throughout the country thousands of other Bell System men and women are collecting baskets of food, candy, toys and dollars for those less fortunate than themselves.

And remembering their co-workers in the armed services with the letters and holiday packages that are so extra-special when a young fellow is far away from home.

To all of you, from all of us in the telephone business, we send best wishes for a joyous, reverent Christmas.



SANTA'S HELPERS

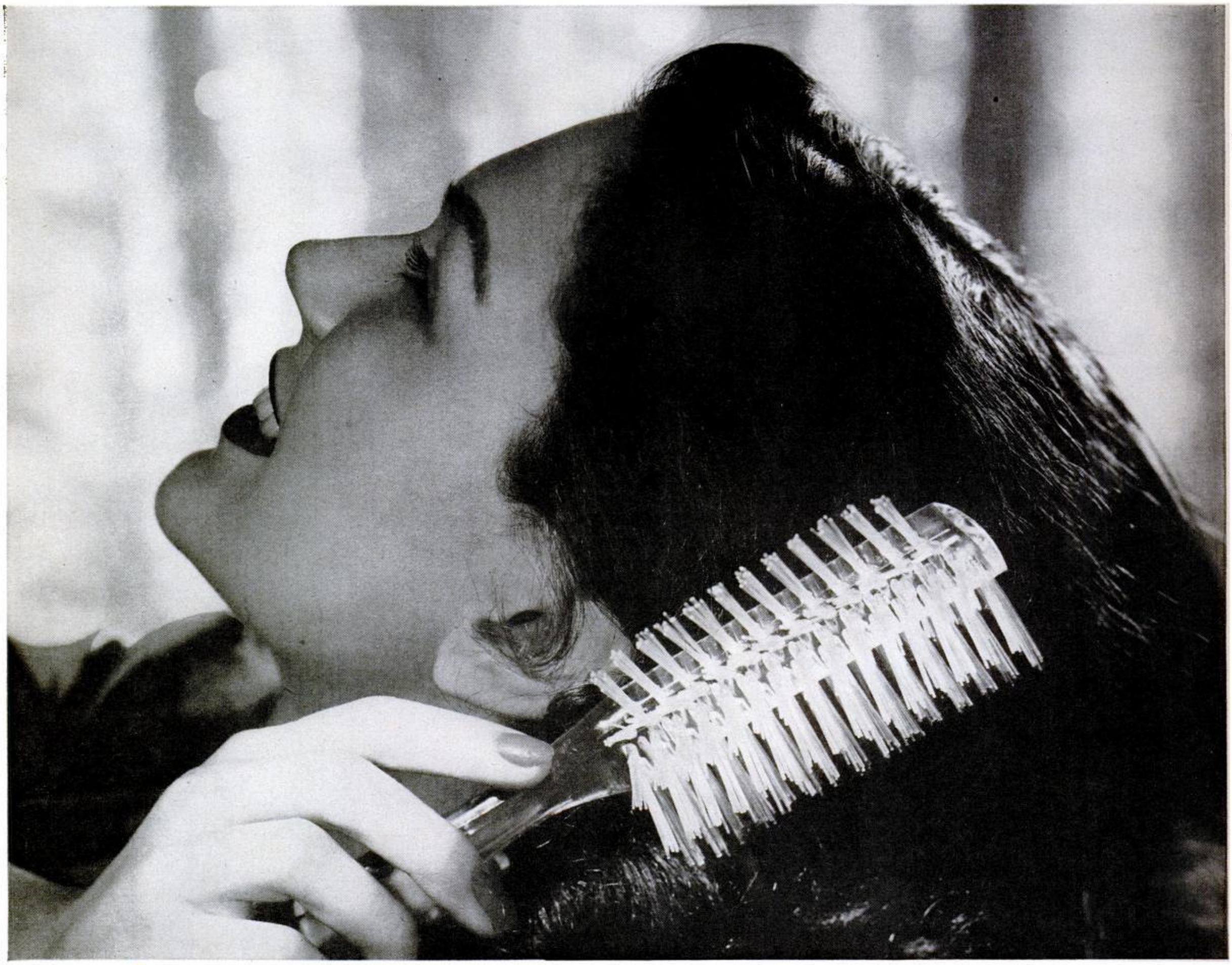
Some of the dolls from telephone employees in just one city. Rag dolls, fancy dolls, teddy bears and pandas—dolls of every kind and shape—to help put joy into many a Christmas stocking.

BELL TELEPHONE SYSTEM

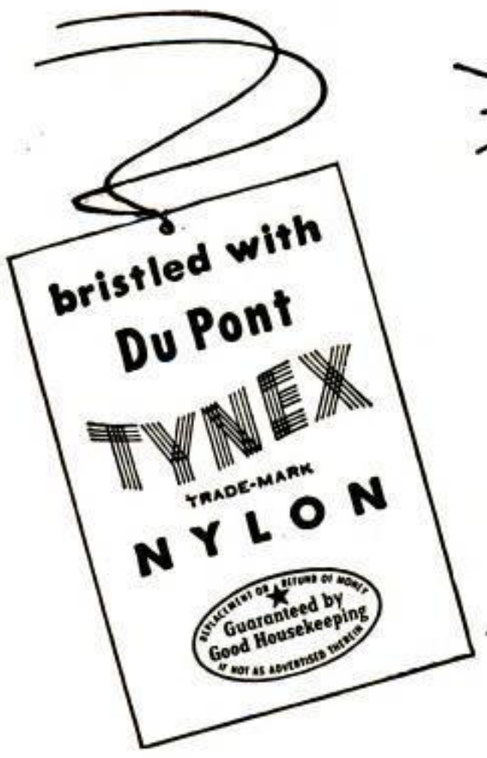
LOCAL *to serve the community.* NATIONWIDE *to serve the nation.*

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Announcing TYNEX...a new trade-mark for Du Pont nylon bristles



SMART WOMEN CHOOSE BRUSHES WITH *stay-lively* bristles OF DU PONT TYNEX NYLON



DU PONT
REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

To assure you of the highest-quality bristles when you buy brushes, Du Pont has adopted the new trade-mark "Tynex" for bristles of genuine *Du Pont* nylon. Nylon bristles are a product of DuPont research. They were developed to give you brushes with *stay-lively* bristles . . . bristles so pleasant to use, so easy to keep clean. You know from experience that Du Pont nylon bristles *don't* get limp or soggy . . . *don't* absorb odors . . . *don't* get brittle and break off. They stay fresh, like new—have been granted the Good Housekeeping Guarantee Seal! Leading brush manufacturers are now using the trade-mark "Tynex" to identify genuine Du Pont nylon bristles in all types of personal and household brushes. Next time you buy brushes look for "Tynex"—on tags, brush handles and packages. It's your guarantee of *stay-lively* bristles of Du Pont nylon!

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FITTED TRAVEL KIT . . . Roomy plaid kit fitted with six Seaforth grooming essentials in unbreakable squeeze bottles. Zippered opening, water-proof lining. *Also in tweed design.* $4.95

Every Man Goes for *Seaforth* at Christmas!



SEAFORTH SHAVE LOTION . . . Perfect gift for any man . . . so refreshing! A big polished jug in red Santa box, only $1.



MUG 'N JUG . . . Polished jug of Seaforth Shave Lotion and big Shaving Mug to match. Popular pair for only $2.10



CRYSTAL THREESOME . . . Shave Lotion, Men's Talc, Men's Cologne in sturdy little crystal jugs. In gift-card box, only $1.50



LUXURY TRIO... Shave Lotion and Men's Talc plus Shaving Mug of famous fast-lathering Seaforth soap. Only $3.10



TRAVEL DUO . . . Shave Lotion and Men's Talc (or Men's Cologne) in unbreakable Duralite. Alligator-finish case. $2.65



DRESS PARADE . . . New 4-piece gift set! Shave Lotion, Men's Talc, Men's Cologne and Shaving Mug. Gift-boxed, $4.10

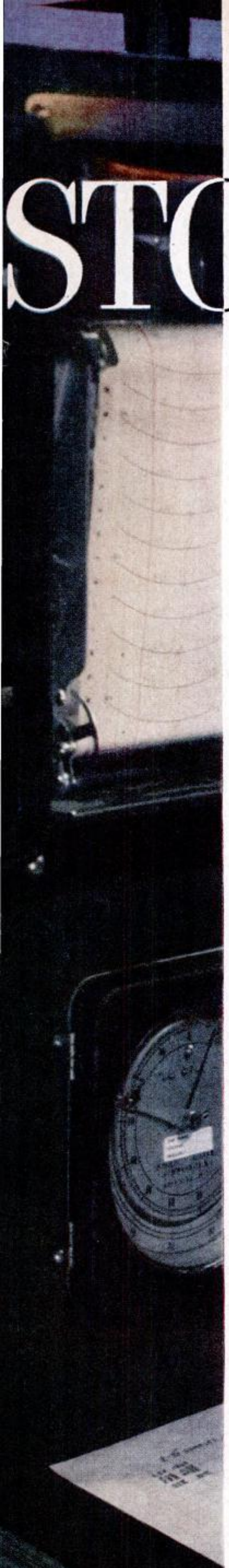
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Putting the Heat on Brake Linings—

GM engineer using new GM developed test machine to find out how well a particular kind of brake-lining material retains its friction quality under high brake drum temperatures.

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STOP AT NOTHING

—to make GM cars stop better

MAKING a car stop is just as important as making it go. Sometimes more so.

And our General Motors engineers devote the same intensive study to brakes and brake-lining materials that they give to engines and transmissions.

In fact, when they can't find the kind of machine they need to move them along in their search for better brakes, they go right ahead and dream one up—like this new brake-lining test machine designed and built by the GM Research Laboratories.

With it—they can study the effects of heat on brake-lining materials and find out what materials stand the heat of friction better and hold their grip longer.

And the more durable, longer-lasting brakes on the Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac trace right back to such discoveries.

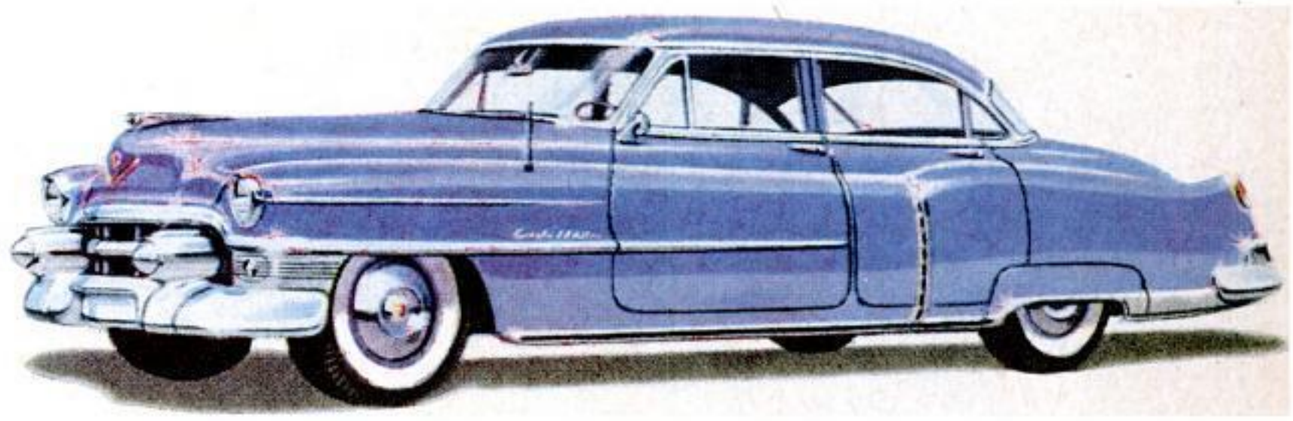
Yet, brake improvement—even the recently developed GM Power Brakes now available on some GM cars—represents only one of the many ways GM engineers work to make your car safer to drive and ride in.

From stouter body structures, to better steering mechanisms (including GM Power Steering), from better front wheel suspensions, to such important "little things" as stronger door locks—they see to it that in safer motoring as in better performance and comfort—a key to a General Motors car is your key to greater value.



"Your Key to Greater Value—the Key to a General Motors Car"

CHEVROLET • PONTIAC
OLDSMOBILE • BUICK • CADILLAC
All with Body by Fisher
GMC TRUCK & COACH



GENERAL MOTORS

"More and Better Things for More People"

Tune in—General Motors TV College Football Game of the Week—Every Saturday.

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He drew the image for all to see...

IT WAS IN NEW YORK CITY, ON CHRISTMAS EVE, 1822, that Clement Clarke Moore in the quiet hour before dinner set himself to writing a simple Christmas jingle to read as a present to his children. His quill pen slowly scratched out the words:

"*'Twas the night before Christmas, when all through the house . . .*"

The children squealed with delight when he read it to them after dinner, especially at the parts about St. Nick's rosy cheeks, and twinkling eyes, and white-as-snow beard and his "little round belly that shook, when he laughed, like a bowlful of jelly." When they were safely tucked away, with visions of sugar-plums dancing in their heads, modest Clement Clarke Moore buried his poem in the silence of his desk.

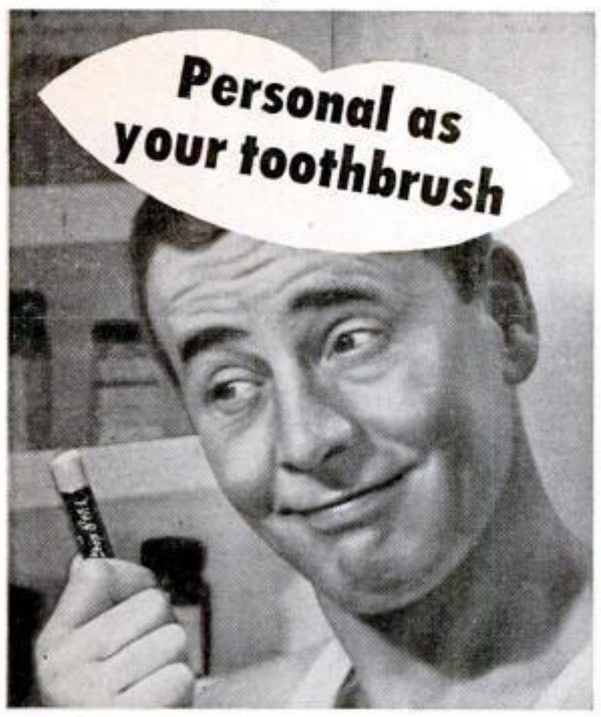
But his children would not let it rest there, and soon its simple verses swept through the land and into the hearts of all the people, and Clement Moore's image of St. Nick became the best-known, best-loved man in America.

There are those, mostly oldsters of 6 or more, who quibble at times about whether he actually exists. There are those who say he doesn't *really* come down the chimney . . . that he isn't flesh and blood, after all. You can't actually *see* him, they say. You can't *see* love, either . . . or freedom . . . or hope.

But again this year ten million pretty new dolls will suddenly appear under the Christmas trees. And a whole great new fleet of electric trains will whistle at the tunnels, and go clickety-clack, clickety-clack down the back straightaway. He has been called a myth . . . a hoax, even. But in all the universe is there a *happier* hoax, or a myth that accomplishes so many physical miracles? We have believed in the possibility of a lot of things in America which couldn't at first be *proved*. Wires that talk . . . drugs that cure . . . Liberty and Justice for all. We have never *proved* that there is a Santa Claus. But the *belief* in him is constant in the minds of children, for as we grow to the ancient age of 6 and disbelieve, we are replaced by others who "see" him, sharp and clear, for the first time.

John Hancock MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

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Your 'Chap Stick' says "private"— *hands off* . . . each one is individually marked for easy identification.* And remember—'Chap Stick' *is the one and only antiseptic lip balm*—protects while it soothes those parched, cracked, sore lips.

No wonder specially medicated 'Chap Stick' outsells all other lip balms combined. Always carry it with you. Pocket-size. So easy—so pleasant to use. Ask for 'Chap Stick' by name. *Refuse all substitutes.*

*Personalized—a different mark for every user

FLEET'S Chap Stick

ALL HANDS THAT WORK need Chap-ans®

The hand cream made for men

Penetrating, extra soothing, antiseptic. Quick relief for chapped, cracked, work-sore hands.

In generous man-sized tube. At druggists.

CHAP STICK CO., LYNCHBURG, VA.

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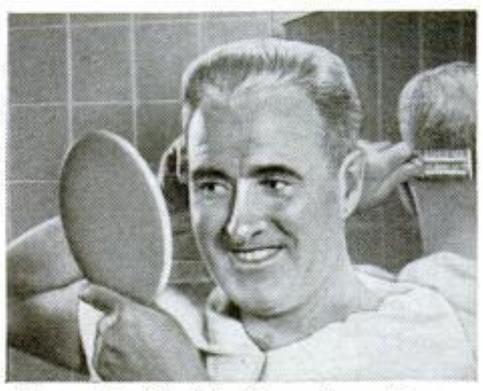
Give the famous
Playtex® Home Hair Cutter*!

TIME AND AGAIN, Playtex Home Hair Cutters are demonstrating that whole families can have professional-looking haircuts at home for 3¢ a haircut.† It's the greatest good-grooming invention since the safety razor. Just as easy to use, too!

For here is the first self-contained home hair cutter that gives complete haircuts—cuts, trims, tapers—gives you a graduated haircut that *even* a professional would be proud of!

Yes, between this Christmas and next, a family may save up to $100 a year on haircutting costs. And all you pay is only $5.00 for the Gold-Plated model ($2.95 in stainfree steel)!

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Now Dad's His Own Best Barber! No more shaggy sideburns or neckline. No more waiting round for the man to say "NEXT"! Playtex keeps you neat, trim—all the time!



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Perfect for Mom, too! Playtex Hair Cutter trims, tapers, shapes hair just the way *you* like it. Your hair stays neat, smart, manageable between permanents.



Every Playtex Hair Cutter comes complete with 4 stainfree steel blades, nylon cleaning brush, and easy-to-follow picture directions . . . all in a clear-view travel case. Refill blades 3 for 25¢ . . . available wherever Playtex Hair Cutters are sold. †Even if you get only three haircuts to a blade, that's less than 3 cents for a complete haircut! *U.S.A. and Foreign Patents Pending.

Look for this sparkling "Little Barber" stand at department and drug stores everywhere.

PRECISION PRODUCTS DIVISION, International Latex Corporation, PLAYTEX PARK, Dover Del.

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Gift Ideas from Playtex Park!



Give the gift of sleep...

"Customized" Playtex® Pillows!

YOUR GIFT OF SLEEP is so personal, so precious, so welcome. With it you offer the best of wishes for the best of health!

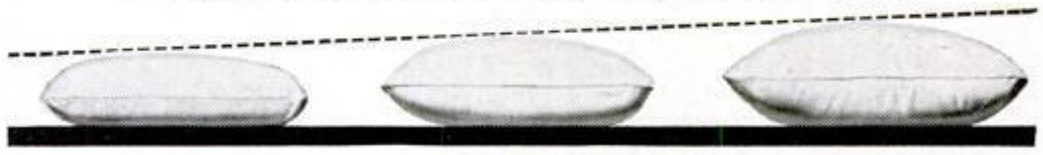
And to give refreshing sleep in the *true* sense of the words, make sure you choose Playtex Pillows. For Playtex Pillows are so entirely different from ordinary pillows. They're made of the very finest allergy-dust-free foam latex. And *only* Playtex offers *"customized"* Pillows: "Regular" Height, "Extra-Plump," "King-Size," each in soft, medium and firm, to please *every* pillow preference.

There's joy in the thought that every night for *years* to come, your gift of sleep will be as deeply appreciated as on Christmas Day!



***Beautifully** gift-packaged.*
***The** perfect gift for everyone*
***near** and dear to you. Especially*
***thought**ful for sickrooms and shut-ins.*

Only Playtex Pillows are "Customized."
3 Heights... each in Soft, Medium and Firm.



"REGULAR" HEIGHT "EXTRA-PLUMP" "KING-SIZE"

Playtex Pillows are covered with extra-fine sanforized cotton covers with zippers. At department stores, furniture and sleep shops everywhere. Priced as low as **$7.95.**

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CHURCHILL: FINIS

Sirs:

Chalk up another "great" for LIFE. Your publication of Sir Winston's memoirs places you high in the annals of fine reading. Surely *Triumph and Tragedy* (LIFE, Nov. 23) with its companion volumes will stand among the literary monuments of this century. *Triumph and Tragedy* is a great tribute to a great man.

RICHARD NORTH

Fort Lauderdale, Fla.

Sirs:

Your series, *Triumph and Tragedy*, has been wonderful. I noticed particularly your retention of the author's own spelling of words which are invariably spelled differently in the U.S. and the U.K.—words like honour, centre, sombre, travelling. It is little things like this, little tokens of respect for others' ways and customs, which, in international relations as in everyday life, contribute more than almost anything else to mutual goodwill.

F/O J. E. G. DIXON, RCAF

Ottawa, Canada

Sirs:

When Churchill tells us at the end of his memoirs that we are to believe in the absolute rightness of Mr. Truman's decision (however difficult) to use the atom bomb against Japanese cities, we wonder whether Sir Winston showed the kind of vision which will be judged great in the longer perspective of yet unwritten history, or whether, in two sentences, he may not have nullified all he accomplished in the rest of his life.

CARL SCHUSTER

Woodstock, N.Y.

Sirs:

What a blessing for this and future generations that Churchill was spared to finish his memoirs. And many thanks to LIFE for giving us first chance to read such intensely interesting history. No wonder Sir Winston was handed the Nobel Prize.

CLARENCE M. SANDS

Atlin, B.C., Canada

DYLAN THOMAS

Sirs:

Sandwiched between lengthy, illustrated items about a stolen baby and some romantic hippopotamuses (LIFE on the Newsfronts of the World, Nov. 23), you mutter in six lines that a man named Dylan Thomas, "spoken of as the finest living lyric poet of the English language," has just died at 39 and that he "evoked comparison with Keats." Nothing more, no picture. I'm just a country boy and have to admit I've never even heard of this Dylan Thomas, but at least I heard enough in school about Keats to want to know more about Thomas.



FRITZ HAHNFELD

Topeka, Kan.

● The life and works of Dylan Thomas (*above*), like those of John Keats, who died in 1821 at 25, were lyric, romantic, intense. His reputation rests chiefly on 90 published poems, the first printed when he was 17. They were often startling soliloquies on such universal experiences as birth, love and death. He wrote surrealistic short stories, radio scripts, screen plays. His *Collected Poems* were reissued this year and he left an unfinished novel, *Adventures in the Skin Trade*.—ED.

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RAIL RENAISSANCE

Sirs:

Thanks for your splendid coverage ("Renaissance of the Rails," LIFE, Nov. 23) on the progress being made by our nation's rail carriers. Your essay appeared at a time when many of our so-called transportation experts are placidly sitting back waiting for the American railroads to be squeezed out of existence by high taxes, governmental controls and subsidized competition. Their wait will be long. As you have shown, railroads are not dead.

MAX HILL

Noblesville, Ind.

Sirs:

I am completely baffled about the picture showing men laying a new clickless ribbon rail which appears to have at least a four-foot bend coming off the car. What kind of steel does this happen to be that is pliable enough to be worked like putty and yet support the weight of a several-ton diesel going 65 to 80 miles per hour?



HAROLD W. FINCH

Springfield, Mo.

● Though made of the same tough, high carbon steel as a standard one, the clickless ribbon rail can be handled as easily as a noodle (*above*) because of its enormous, continuous length.—ED.

'LOOK FOLKS'

Messieurs:

Pourquoi êtes-vous étonné parceque M. le Président Eisenhower a parlé français pendant sa visite à Ottawa ("Look Folks, I'm Speaking French," LIFE, Nov. 23)? Il est un homme très intelligent, il a étudié la langue français à West Point, et il a visité la France quelquefois, particulièrement quand il était chef de NATO. Nom d'un nom! Vive la République!

E. L. KING, M.D.

New Orleans, La.

CLOSE-UP OF A GHOST

Sirs:

Thank you for your untiring effort to give your readers the Harry Dexter White story ("Close-up of a Ghost," LIFE, Nov. 23). Only those who know the reportorial and editorial work entailed in getting the facts for such a piece of news can fully appreciate your work.

HOMER A. MACK, D.D.

Cleveland Heights, Ohio

Sirs:

I think you may be interested to know that I am currently using (and shall save to use again and again) your article on Harry Dexter White in my English classes. I have never found a better illustration of the "loaded" composition, wherein the facts are presented so that he who is predisposed to damn finds the way made easy, while he who may wish to conclude of his own thinking finds the way painfully stubborn and uphill. . . .

FRANCIS W. LOVETT JR.

Chicago, Ill.

● LIFE, which believes in calling a spade a spade, is happy to have one of its articles used as an example of calling a spy a spy.—ED.

Sirs:

Your whitewash article on Harry Dexter White is very disgusting. I have been a subscriber since your first issue and still hope you will pick up a few pro-Americans on your reporter team.

C. F. NABER

Shawano, Wis.

Sirs:

In the face of the evidence produced up to now, and the temper of the American people on the subject, was Mr. Truman's refusal to testify very far removed from hiding behind the Fifth Amendment? He should have insisted on testifying!

ROY LEBOURGEOIS

New Orleans, La.

Sirs:

Old-line Republicans are going to seal their own doom again. . . . No matter how deeply the people deplore the shortcomings of the past administration, only a few sadistic gloaters will vote on its weaknesses. Wise citizens want their elected representatives to produce a positive program of their own, not one based on the decline of the past which exposes our dirty linen to the world and undermines respect for government at home.

EDITH H. GROFF

Princeton, N.J.

BALLERINA MULTIPLIED

Sirs:

Your photographer Zoltan Glass had to multiply the blurs and blobs of quite a number of Christmaslike colors to give us his version of the most beautiful ballerina in the world ("A Ballet Beauty Multiplied," LIFE, Nov. 23). All LIFE had to do was add a black and white photo of Violetta Elvin to give us the most beautiful girl in the world. How about it?



BALLERINA ELVIN

JACK WINESTOCK

Winnipeg, Man., Canada

PRETTY PAINTER

Sirs:

We were deeply touched by the tragic plight of art *vs.* beauty in which Sandra Krasne finds herself ("The Plight of a Pretty Painter," LIFE, Nov. 23). We could use a plight like that ourselves.

SANDRA PERLMUTTER

Barnard College
New York, N.Y.

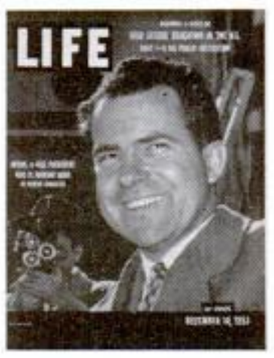
Sirs:

As soon as I saw Sandra Krasne on the cover it seemed as though four nickels formed a sudden allegiance in my watch pocket, fused into the price of a LIFE and clunked smartly against the drugstore counter. She is absolutely one of the most handsome tomatoes these jaded orbs have ever spied.

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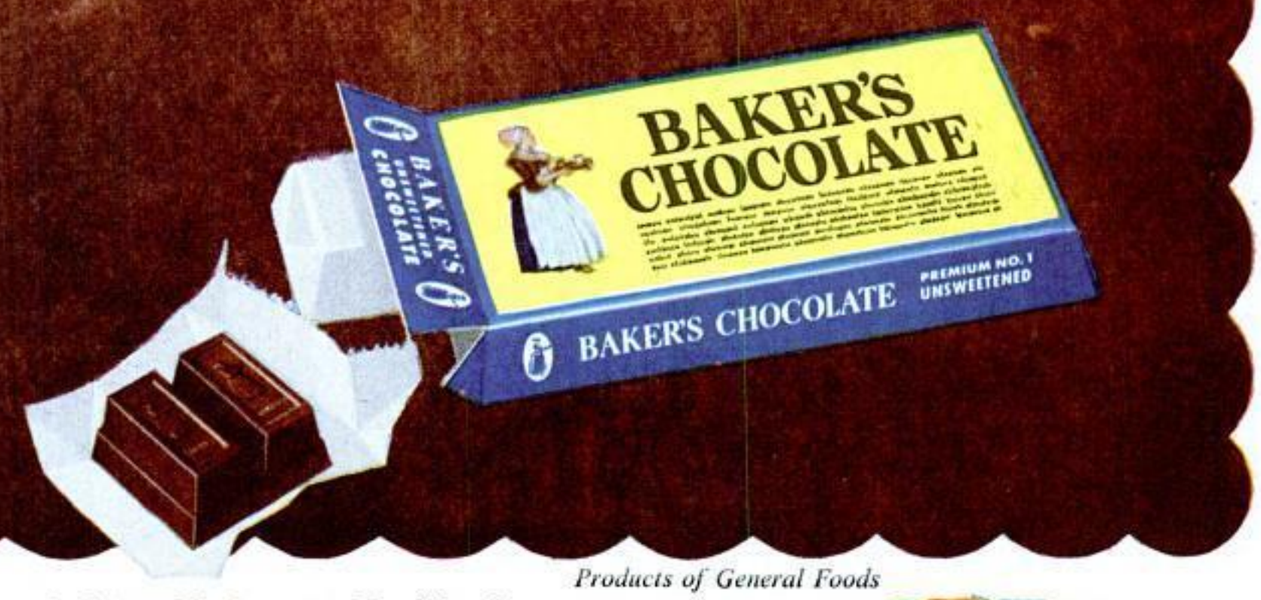
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Today's Designers Adapt Furniture Styles of Past

Most pieces of modern furniture seem, for better or worse, to be entirely original, having sprung full blown from the designer's drawing board. But the best of them have a recognizable and distinguished ancestry, having evolved from furniture that has answered household needs for hundreds of years. A well-designed, useful piece of furniture, whether first made in Renaissance Italy or in pioneer U.S. days, keeps right on having offspring. Furniture today, though made with new materials and produced by machine, bears a strong resemblance to furniture of the past. The kinship is shown on these pages, which display photographs of such old reliables as the trundle bed, the Morris chair, the wing chair. The modern mirror at the right, for instance, has fewer curves than its ancestor and so has the 20th Century lady, but both are recognizably related to their Victorian forebears.

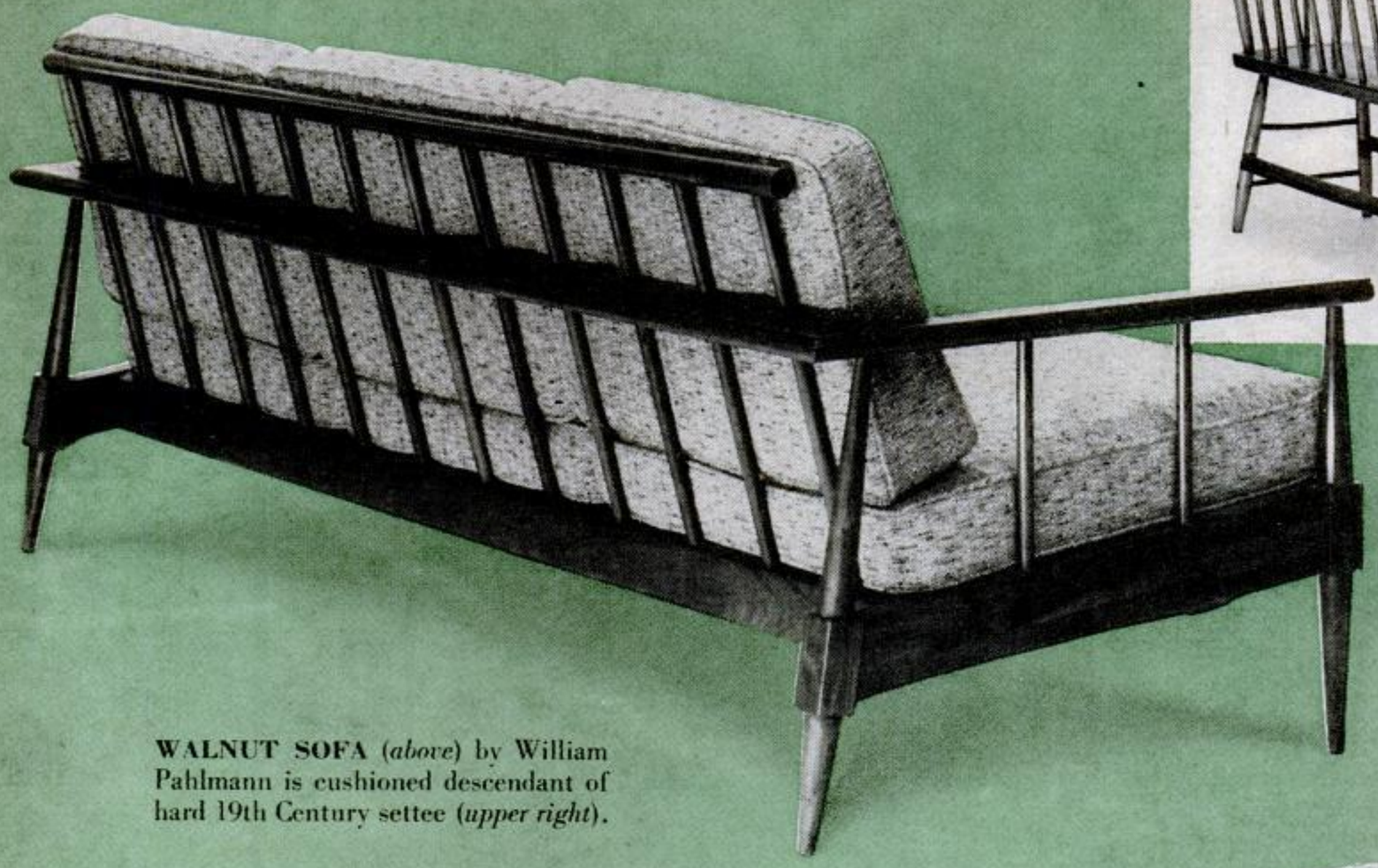


TALL MIRROR of wrought iron (*right*) by Paul McCobb is lighter, more flexible than Victorian counterpart (*above*) from which it stems. It can be used as either a bedroom or hall mirror.



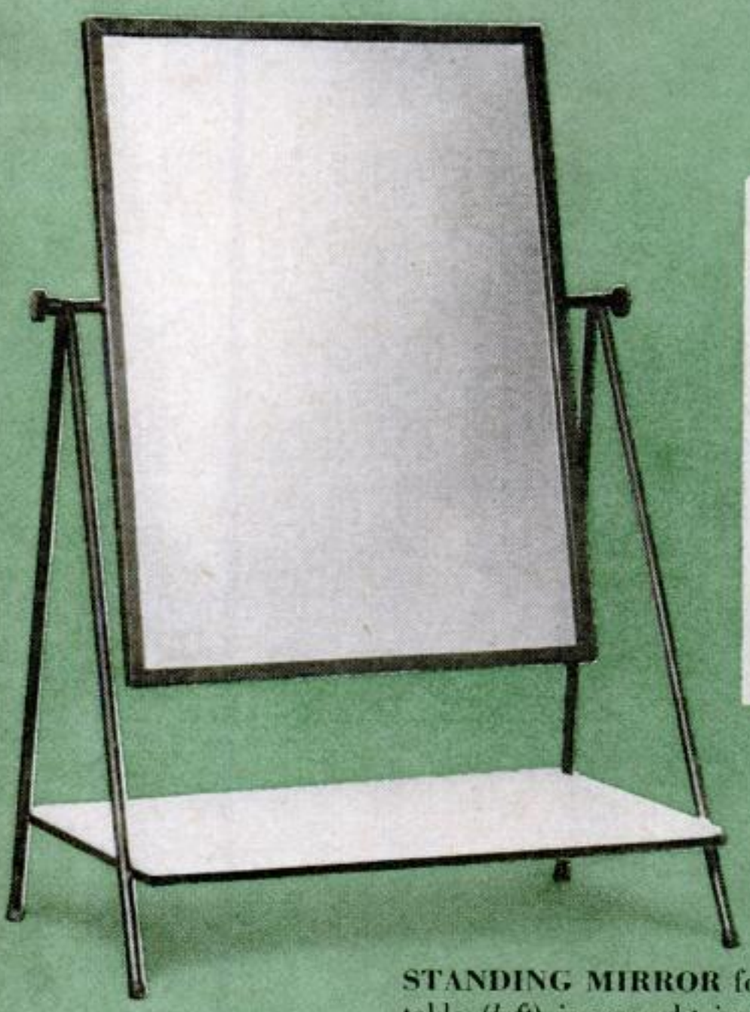
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WALNUT SOFA (*above*) by William Pahlmann is cushioned descendant of hard 19th Century settee (*upper right*).



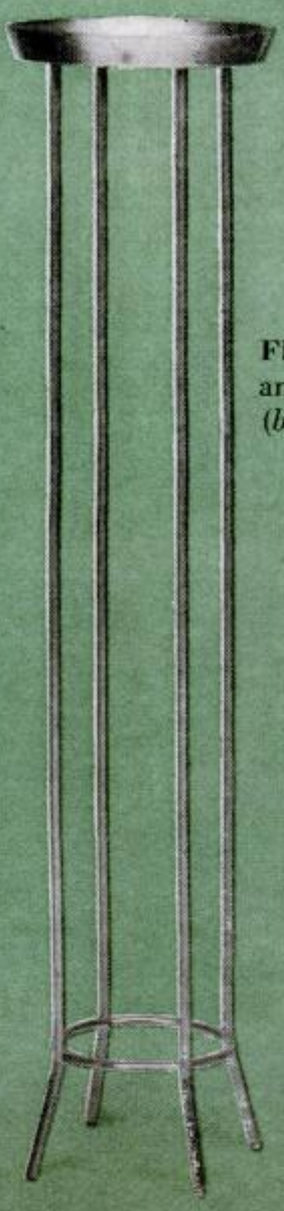




STANDING MIRROR for a dressing table (*left*) is wrought iron version of an early 1810 shaving mirror (*right*).

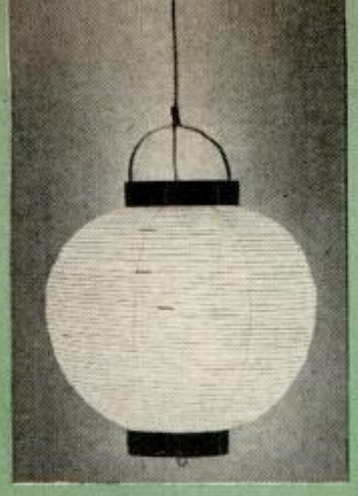


LAZY SUSAN TABLE is by George Nelson, has a revolving tray flush with top instead of traditional raised tray.



FERN STAND (*left*) removes curves and ornamentation of Victorian stand (*below*). It is steadier than it may look.



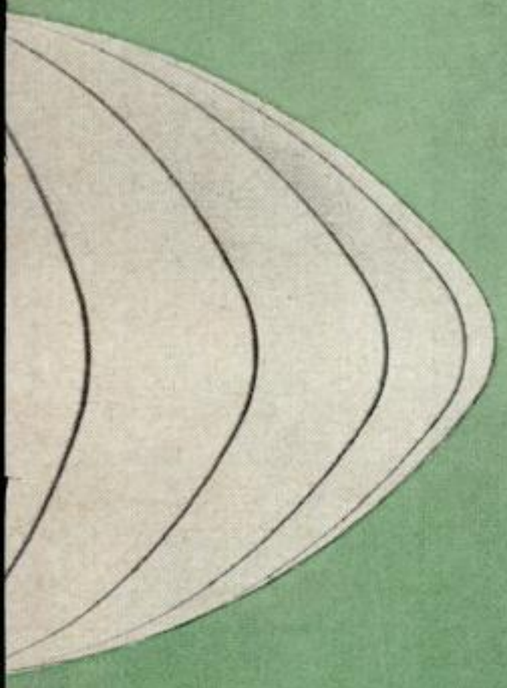


BUBBLE LAMP (*left*), sturdier than Japanese paper lantern (*above*), uses a white plastic on firm steel wire frame.



MORRIS CHAIR (*right*) by Edward J. Wormley has adjustable back, general outlines of original model (*above*).







COFFEE TABLE (*below*) by Robsjohn-Gibbings is 5-foot-long adaptation of 9-foot-long old sawbuck table (*left*).





EASY CHAIR (*left*) by Eero Saarinen, descendant of wing chair (*above*), has lost wings which kept out drafts.

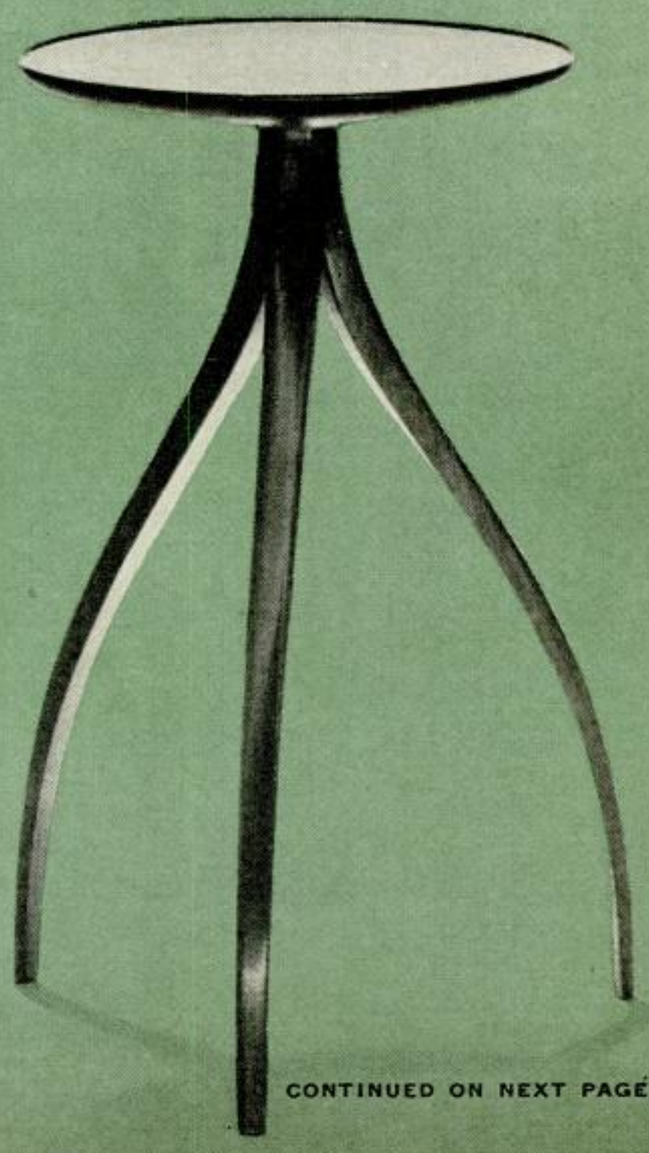


TRIPOD TABLE (*below*) handy for a drink or an ashtray is a modern development of early candle stand (*right*).





PALACE CHAIR for modern homes (*left*) stems from ancient nobles' chair (15th Century Italian example *above*).



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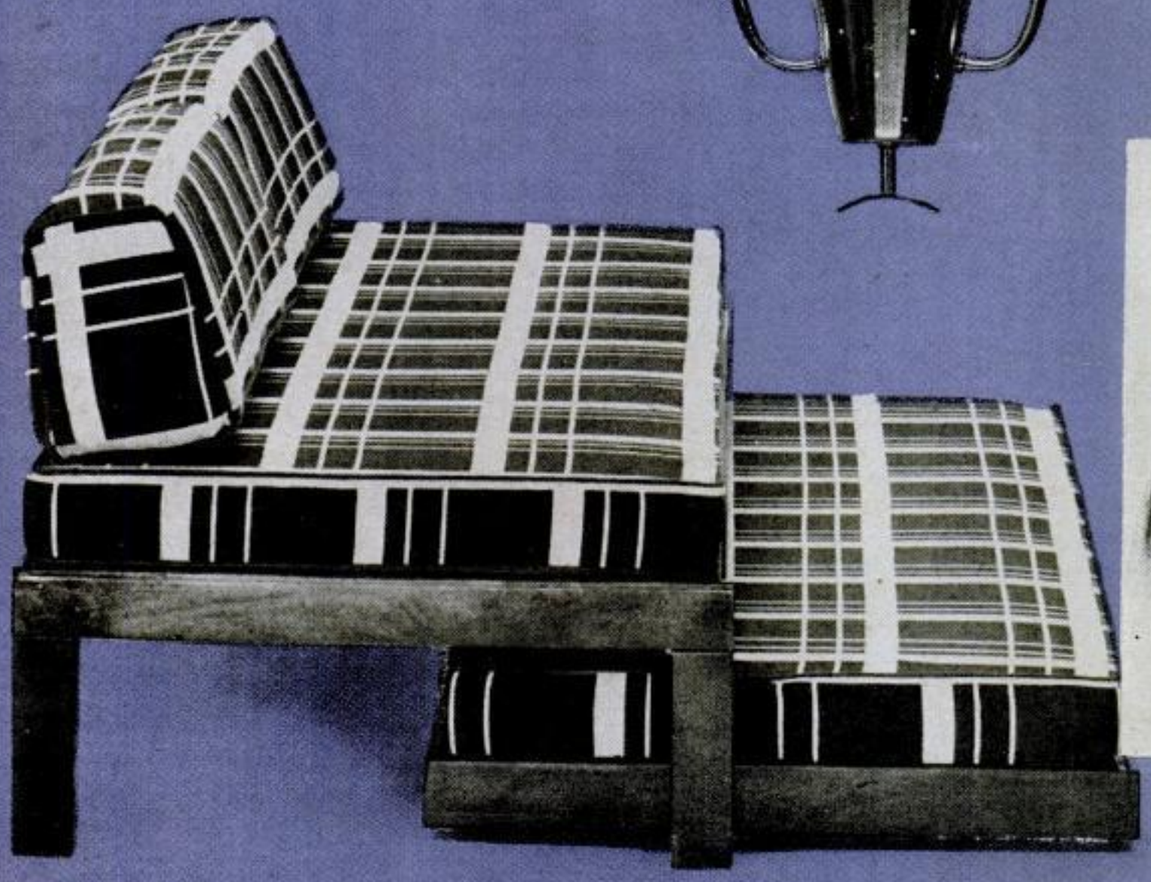


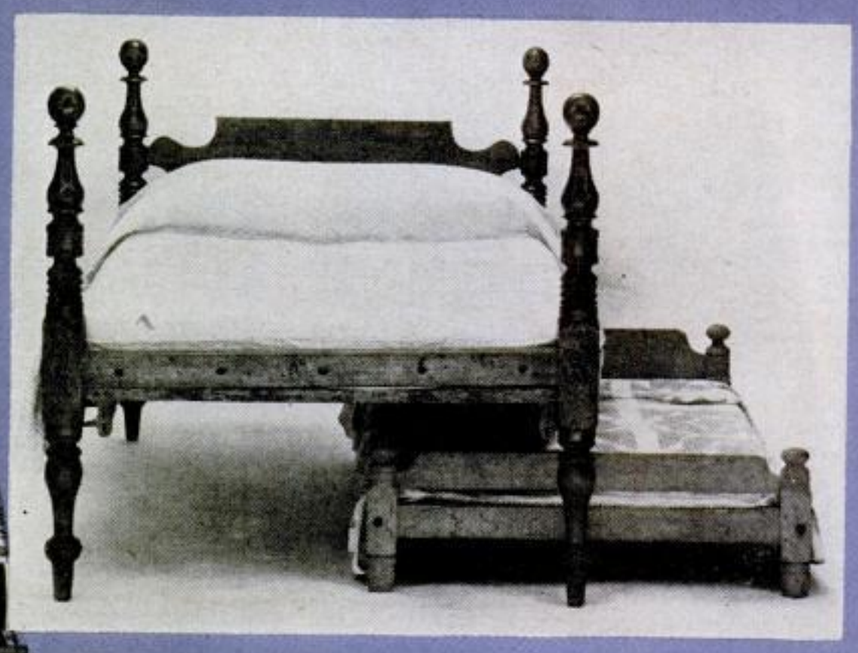
HANGING LAMP by Gerald Thurston with the bulb in pierced brass cup (*right*) is grandchild of old store lamp.





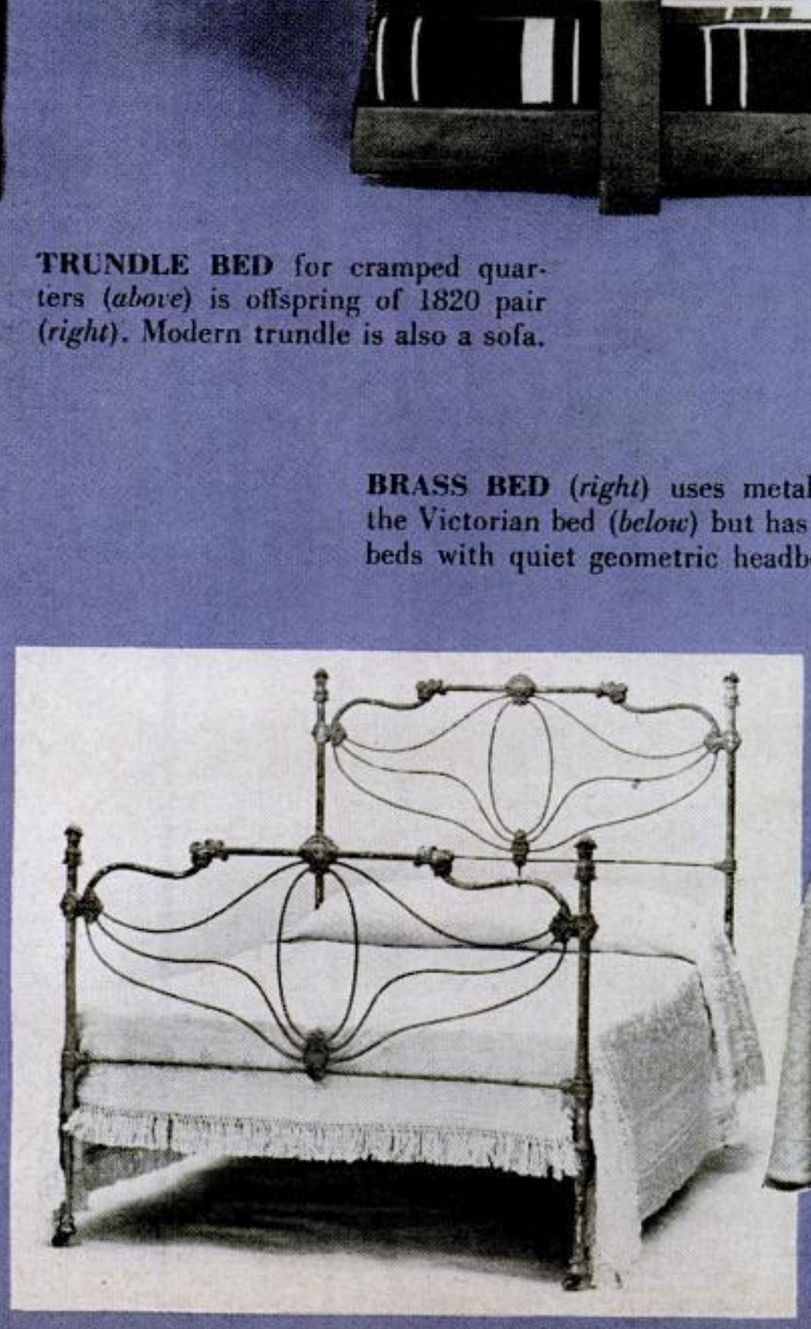
MODERN WINDSOR by John Sheehan substitutes straight seat and legs for curves of the 1770 Windsor (*right*).

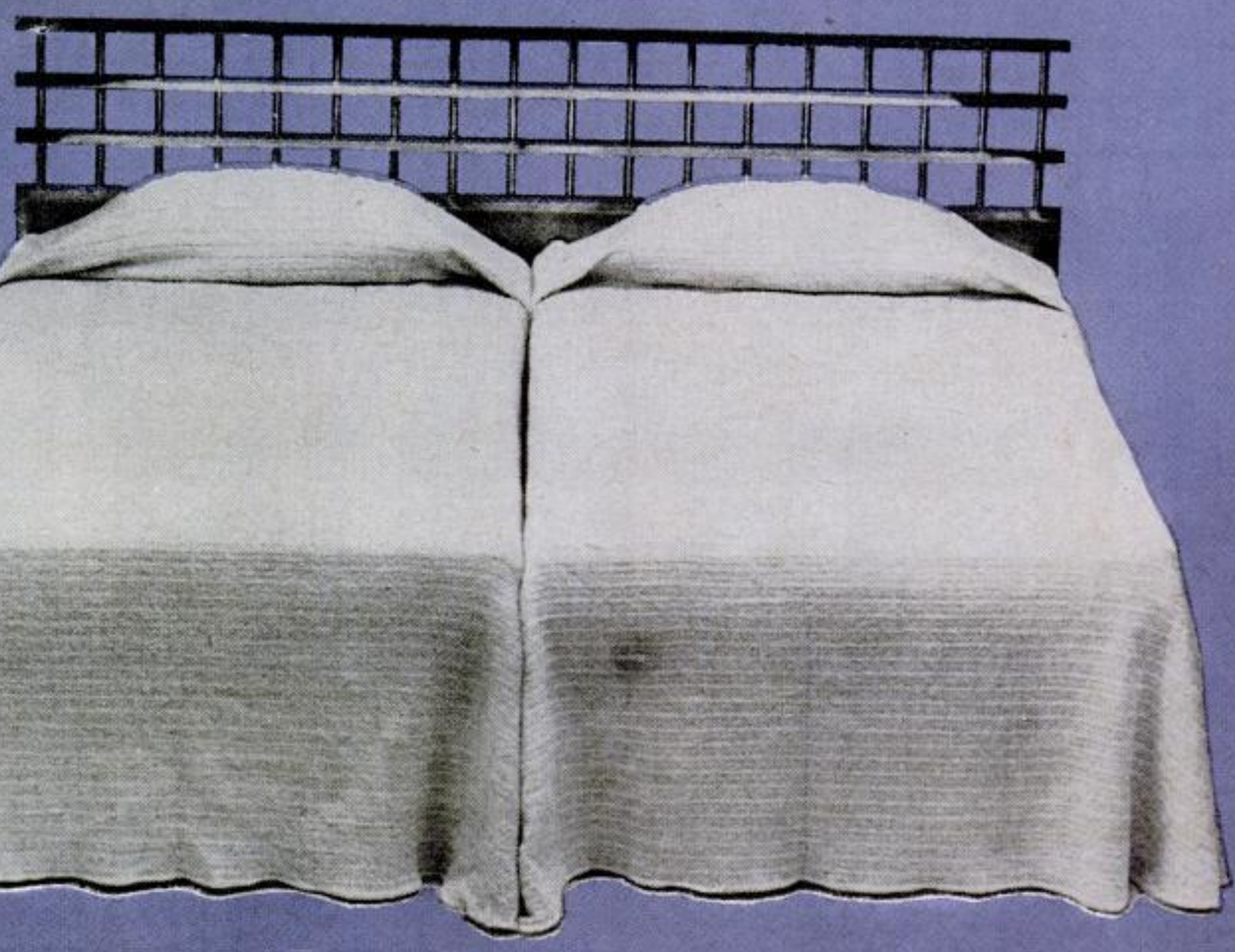




TRUNDLE BED for cramped quarters (*above*) is offspring of 1820 pair (*right*). Modern trundle is also a sofa.

BRASS BED (*right*) uses metal like the Victorian bed (*below*) but has twin beds with quiet geometric headboard.





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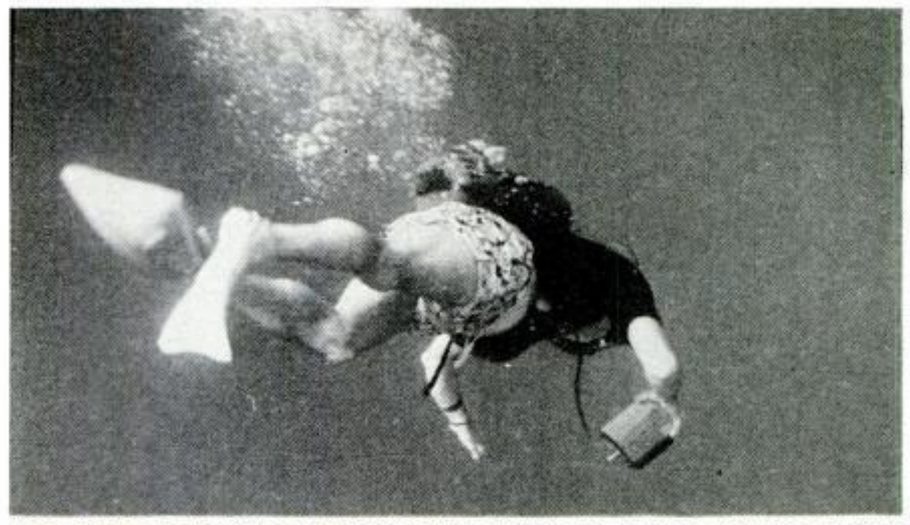
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Vol. 35, No. 24 December 14, 1953

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REPORTER PHINIZY UP FOR AIR AND PHOTOGRAPHER STACKPOLE ON VIGIL FOR A DYING DIVER

IN THE AIR, ON THE BEACH AND UNDER THE SEA

Some old hands on LIFE's staff drew upon their experience last week to move in on photographic objectives by air, under the water and on beaches.

An old hand with the combat troops got back into business last week to produce the exclusive Indochinese war story on pages 32 through 36. Photographer Howard Sochurek, World War II veteran, had jumped with the 187th Airborne Regimental Combat Team in Korea (LIFE, Nov. 6, 1950), but at age 29 he was getting a little old. So in Indochina he rode in a general's low-flying plane to get the parachutists dropping deep in Communist-held territory, then came in by helicopter next day to join the ground forces.

An old hand at underwater photography, Peter Stackpole shared with Reporter Coles Phinizy a dangerous assignment near Miami. They flipped about underwater as Hope Root dived to his death in an effort to establish a new record (*pp. 30, 31*). Stackpole became seasick aboard a cruiser in rough seas (as did other veteran seamen) just before Root's attempt. Nevertheless, he was the only man to stay submerged a full 30 minutes and photographed Root 100 feet down on his ill-fated descent. He waited there vainly to photograph a reappearance. Phinizy entered the churning sea twice to check Stackpole's safety. Each time Phinizy, who descended 50 feet, was troubled by a clouding on his mask, which proved to be caused by a nosebleed resulting from changing pressure.

Two old hands at photographing statesmen, George Skadding and Leonard McCombe, went to Bermuda. Skadding and Reporter Hank Suydam became prisoners of a squad of Royal Welch Fusiliers at the "Big Three" conference. They were trying to obtain for LIFE's readers something more than was envisioned by the British who had set up strict regulations amounting to virtual isolation of the press. Having taken the magnificent picture of Churchill alone on the beach (*p. 29*), the LIFE pair found themselves surrounded by riflemen with fixed bayonets. Carted off, they were released only when higher authority convinced the soldiers that they were carrying isolation a bit too far.

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136—YALE JOEL EXC. T. RT.
142—CHART BY ANTHONY SODARO
147—HORACE BRISTOL
151—CEN. GEORGE SILK, RT. GEORGE M. LACKS
152—HANK WALKER
154—INT.
158—U.P.
160—WALTER BENNETT FOR TIME
165—INT., HORACE BRISTOL, K. S. PAU—DUNN SHU-PI, HORACE BRISTOL, A.P.
166—N. R. FARBMAN EXC. CEN. LT. ELIOT ELISOFON
167—N. R. FARBMAN
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Brought closer to each other by their farm activities than most city families are, the Guesses often have picnics in the orchard, talk over plans for the coming months.

The Guesses aren't guessing any more...

The Story of how New York Life Agent Con Fecher helped remove doubts the Guess family had about the future . . .



Ralph Guess has been with the Vulcan Tool Company in Dayton for nineteen years, is now Chief Engineer. He devotes his time on the job to engineering problems—spends most of his leisure time at his favorite hobby of farming.

ALTHOUGH nobody could have predicted it for sure (least of all the Guesses themselves), a great deal of insecurity has grown into an unusual amount of security for Ralph and Teresa Guess.

Back in 1935, with the depression still on and the future very uncertain, Ralph Guess and Teresa Buchard decided to take the "big step." Ralph had a job that paid him about forty dollars a week (a fair wage in those days) with a tool and die company, and they figured that they could make a go of it. They got married in August of that year.

They had twenty-two uncultivated acres on the County Line Road outside of Dayton, Ohio, that had been "family" land, and on it they started to build a house. Though Ralph did much of the work himself, they had a sizable mortgage by the time it was finished late in 1936.

Their first child was born soon after they moved into their new home—and Ralph Guess, at twenty-six, began to have some doubts, because he could see that his family would be in financial trouble if anything serious happened to him at that time.

It was then that Con Fecher, a New York Life agent in Dayton who had known both Ralph and Teresa prior to their marriage, began helping the couple work out the foundation of their life insurance program. For the time being, he recommended a $10,000 policy to cover the mortgage and leave a little for basic living expenses.

At the time, it seemed adequate to Ralph and Teresa. But by 1941 the picture had changed considerably. They now had three children—and three times as many plans for the future. Ralph was progressing rapidly in his job, and at Con Fecher's suggestion he took out another $10,000 policy to meet his growing family's growing needs.

Since then, as his family, his earnings and the cost of living have increased, Ralph Guess has swelled his "family protection" insurance by another $20,000. He also has $18,000 in paid-up life insurance on the lives of his children which he plans to turn over to them "as they come of age."

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Today Ralph Guess has the future well in hand. He knows that if he *should* happen to die prematurely, his wife will have a monthly income, including Social Security, of about $350 until the youngest of the six children reaches age eighteen—and a good-sized income thereafter for the rest of her life. He knows, in addition, that his three sons and three daughters would have policies with substantial cash values which might be applied towards their education, towards their homes when they marry or towards going into business for themselves, if they so decide.

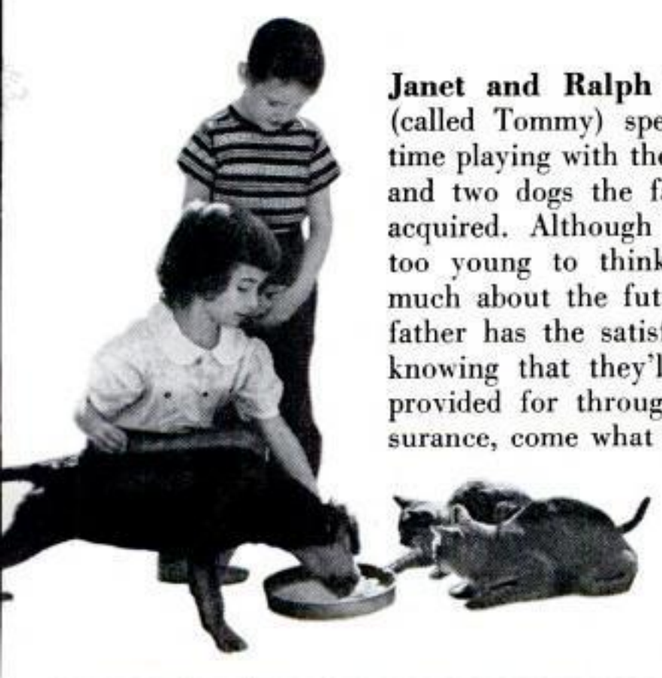
And he knows, too, that if he lives to retirement age, he can use the income from his life insurance to help him do exactly what he wants to do: to spend all his time at his present hobby of farming.

With Con Fecher's help, Ralph Guess has been building up his life insurance program for over seventeen years—and isn't finished yet. "As far as I'm concerned," he says, "the biggest step was getting *started* when I did. There have been plenty of times when I could have found other uses for the money. But then I'd say to myself, 'Yes, but will it do the family as much good *in the long run?*' And then I'd sign up for another policy."

Every day of the year, New York Life agents like Con Fecher are helping young couples get that all-important *start* in planning their life insurance programs for the years ahead . . . helping them take the "guesswork" out of their future security. If you'd like to know about the steps *you* can take in making similar plans, write today for the valuable booklet described below—and see your New York Life agent soon.



Here's a case of a father's hobby becoming a son's career. At seventeen and in his last year at high school, Mark Guess is already quite a farmer, hopes to take courses in agriculture at a near-by university and make farming his life's work. Here he and his Dad shovel corn into the crib, to feed their hogs this winter.



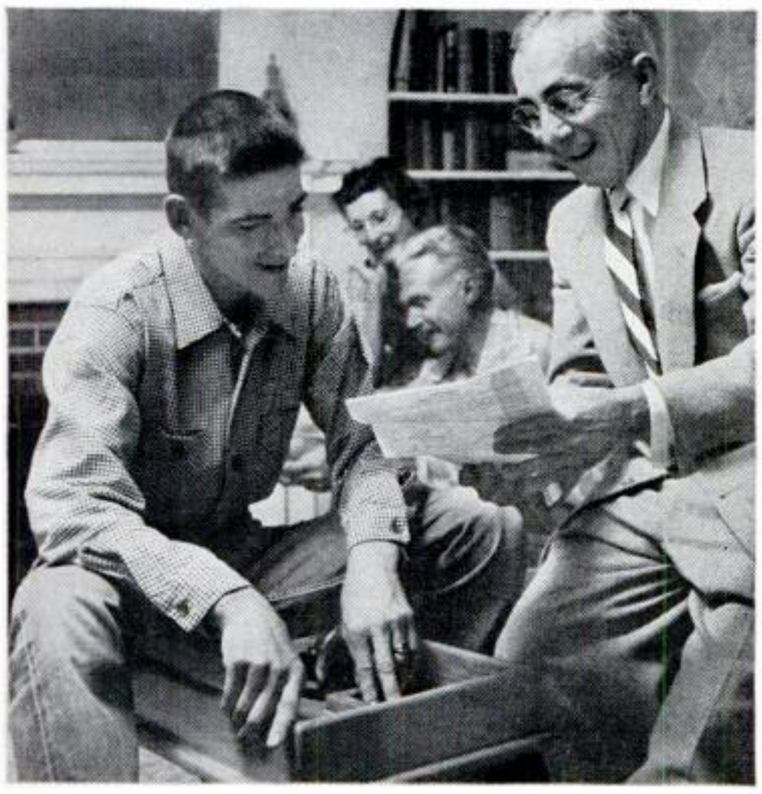
Janet and Ralph Thomas (called Tommy) spend much time playing with the five cats and two dogs the family has acquired. Although they are too young to think or care much about the future, their father has the satisfaction of knowing that they'll be well provided for through life insurance, come what may.



The two "middle" children—Carole, eleven, and Steven, thirteen, belong to the 4-H Club of which Mark is president, Susan secretary. They enjoy their farm projects, are uncertain as yet what they'll be when they grow older. They are shown here feeding the Hampshire brood sows—part of the 43 Hampshires on the farm.



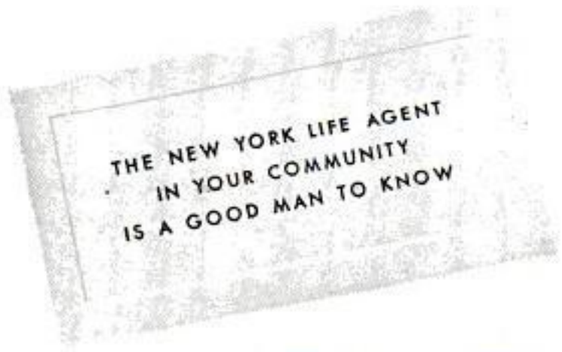
Susan Guess, a sophomore in Fairmont High School, is an avid reader, expects to become a trained nurse. Mrs. Guess is an excellent cook, keeps the deep freeze well stocked with home-grown meats, fruits and vegetables. Kept busy taking care of a large family, she enjoys going to school basketball and football games for relaxation.



New York Life agent Con Fecher has been helping the Guesses with their life insurance program for many years, is now helping young Mark start a program of his own. At seventeen, Mark is planning to take out a $5,000 "starter" policy with his farm earnings, intends to add to it as his income and responsibilities increase later on.

VALUABLE BOOKLET

Useful and of interest to every family man



"*Planning Your Family's Security*" is packed with valuable, helpful information for the head of every household. It tells how your insurance can be used to handle emergencies, meet mortgage payments, protect dependents, provide for old age, establish funds for college, retirement or unforeseen accident and sickness. Write for free copy.

NEW YORK LIFE INSURANCE COMPANY

51 Madison Avenue, Dept. E-12, New York 10, N. Y.

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LIFE

Vol. 35, No. 24 Dec. 14, 1953



MEETING GOAT when he goes to airport to meet Laniel, Churchill pats the Welch Fusiliers' mascot.



GREETING GOAT on arrival next day, Eisenhower pauses moment to touch Billy on a gilded horn.



PARADING GOAT, Fusiliers' corporal struts at airport. Billy has learned how to march to music.



LEADERS OF THE WEST'S GREAT POWERS CLUSTER AT BERMUDA AIRPORT:

BERMUDA MAKES

PHOTOGRAPHED FOR LIFE BY LEONARD McCOMBE AND GEORGE SKADDING

On an airstrip in Bermuda last week there was a meeting of the President of the United States, the Prime Minister of Great Britain and the Premier of France. It was the most portentous gathering of great personages since the fateful meeting at Potsdam in 1945. Then the problem had been how to shore up the crumbling alliance between the West and the Soviet Union. Now it was how to establish an understanding that would enable a united West to once more confront the Soviet Union in a conference.

The pageantry at Bermuda was carefully supervised by the host, that master of stagecraft and statecraft, Sir Winston Churchill. To house his guests he commandeered the exclusive resort, the Mid-Ocean Club, and arranged for the conference's most ardent golfer, Dwight D. Eisenhower, a suite overlooking the 18th green. As an honor guard Sir Win-

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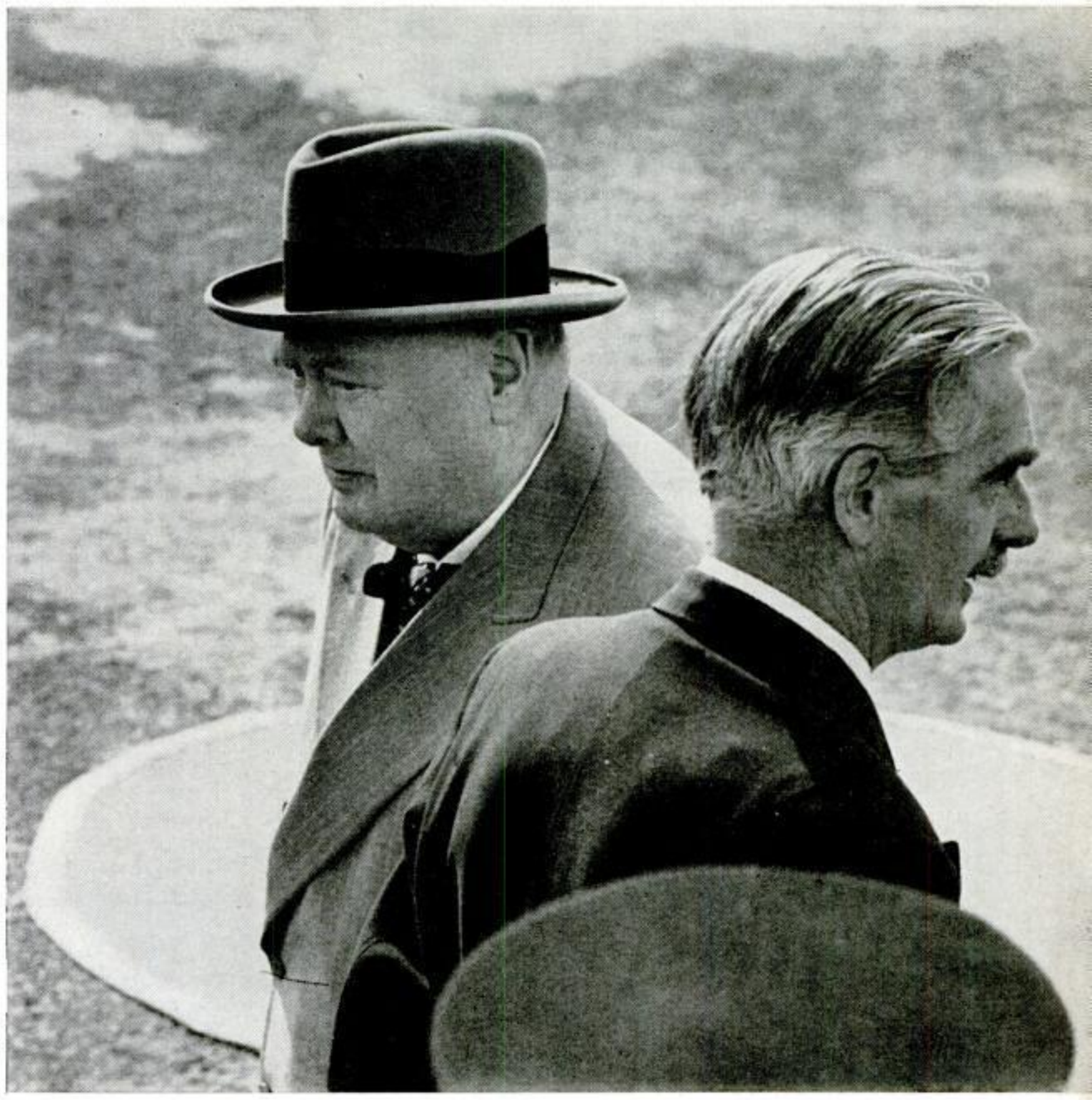


BIDAULT (FOREGROUND), LANIEL, CHURCHILL GREET EISENHOWER, DULLES

MODERN HISTORY

ston brought in from Jamaica a finely groomed battalion of the Royal Welch Fusiliers, accompanied by an even better-groomed mascot, an Iranian goat not surprisingly named Billy. Under the Prime Minister's direction, the arrival of each delegation became a tableau to remember.

First to inspect the guard of honor and pat its goat was Sir Winston, who arrived two days after his 79th birthday. Next came a pair of ill-at-ease guests, bearlike Premier Joseph Laniel and his foreign minister, Georges Bidault. Leaders of a shaken government and potential rivals in France's imminent presidential election, they had not spoken during their 18-hour storm-haunted flight across the Atlantic. Last to arrive was President Eisenhower and party, and with that the conference got under way and proceeded to the first matter on the agenda (*next page*).



BRITISH STATESMEN face away from each other at ceremonies after Eisenhower's arrival. As foreign minister, Eden was No. 2 man on British delegation.



LONELY LANIEL, the French premier, goes strolling. A near-incident occurred when the *Marseillaise* was not played by band when Eisenhower arrived.

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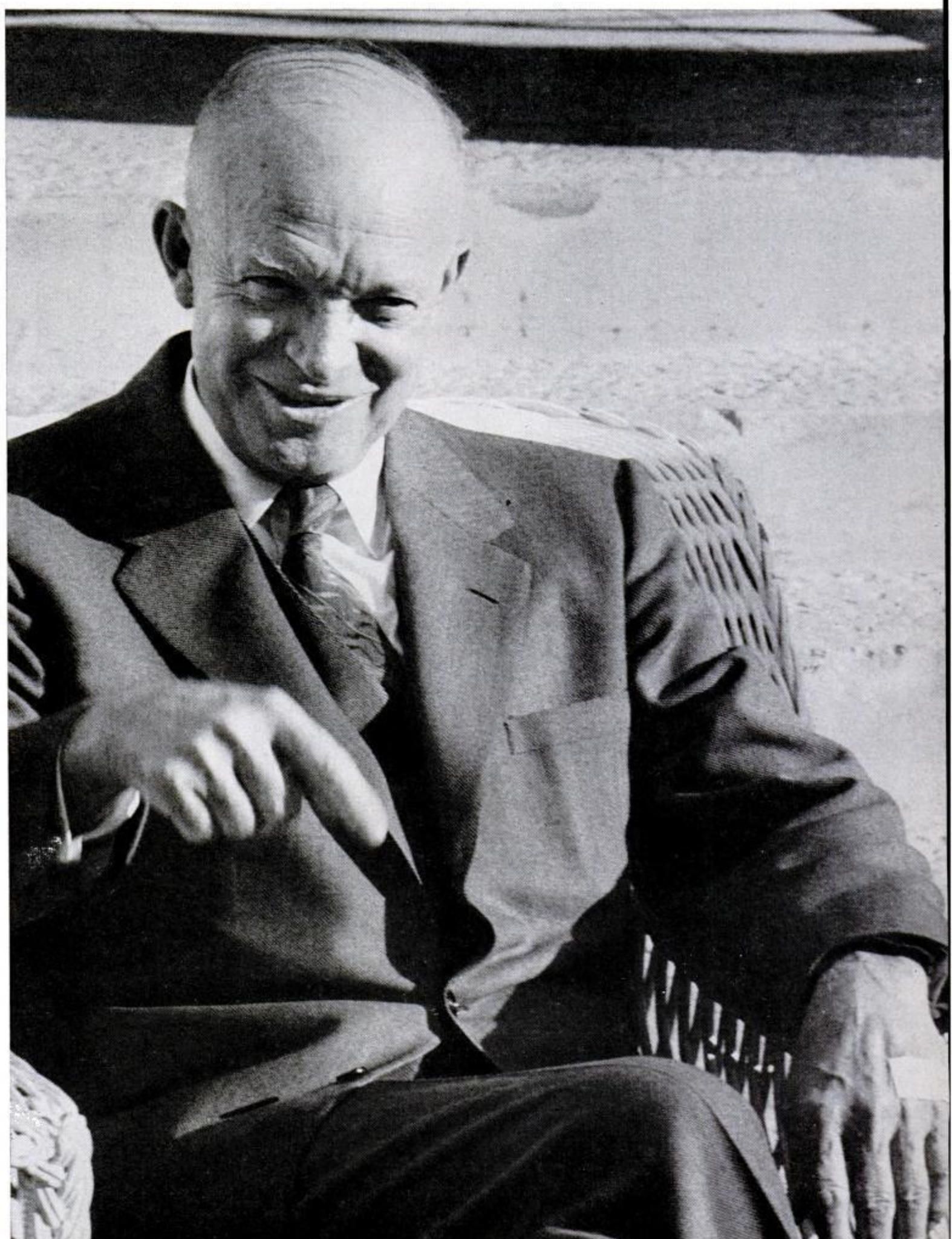
THE SEATING ARGUMENT opens as Laniel waits for Churchill and Eisenhower. Ike has tucked his hand under Sir Winston's arm. Churchill pulls away to urge Ike to precede him to the middle one of the three wicker chairs. With an "after you, Sir Winston" gesture, Ike tries to put Churchill first but is met by

PROTOCOL PROBLEM AMICABLY RESOLVED

Right after their first lunch at the Mid-Ocean Club, the three chiefs of state stepped out on the front porch and into the first disagreement of the Big Three conference: who was going to sit where for the first official picture? Dwight Eisenhower held open the screen door for his old friend Winston Churchill and pointed to three wicker chairs set out in the sun by the photographers. "You being the host," said he, "we'll put you in the middle." But the prime minister would have none of it, and the amiable colloquy continued as LIFE's cameras caught the two in wonderfully relaxed and revealing portraits (*right*). Adamant Sir Winston was victor in the argument. But he must have had more than a host's courtesy in mind, for two hours later, at the first formal conference session, he proposed that Eisenhower, the man in the middle, be its acting chairman.



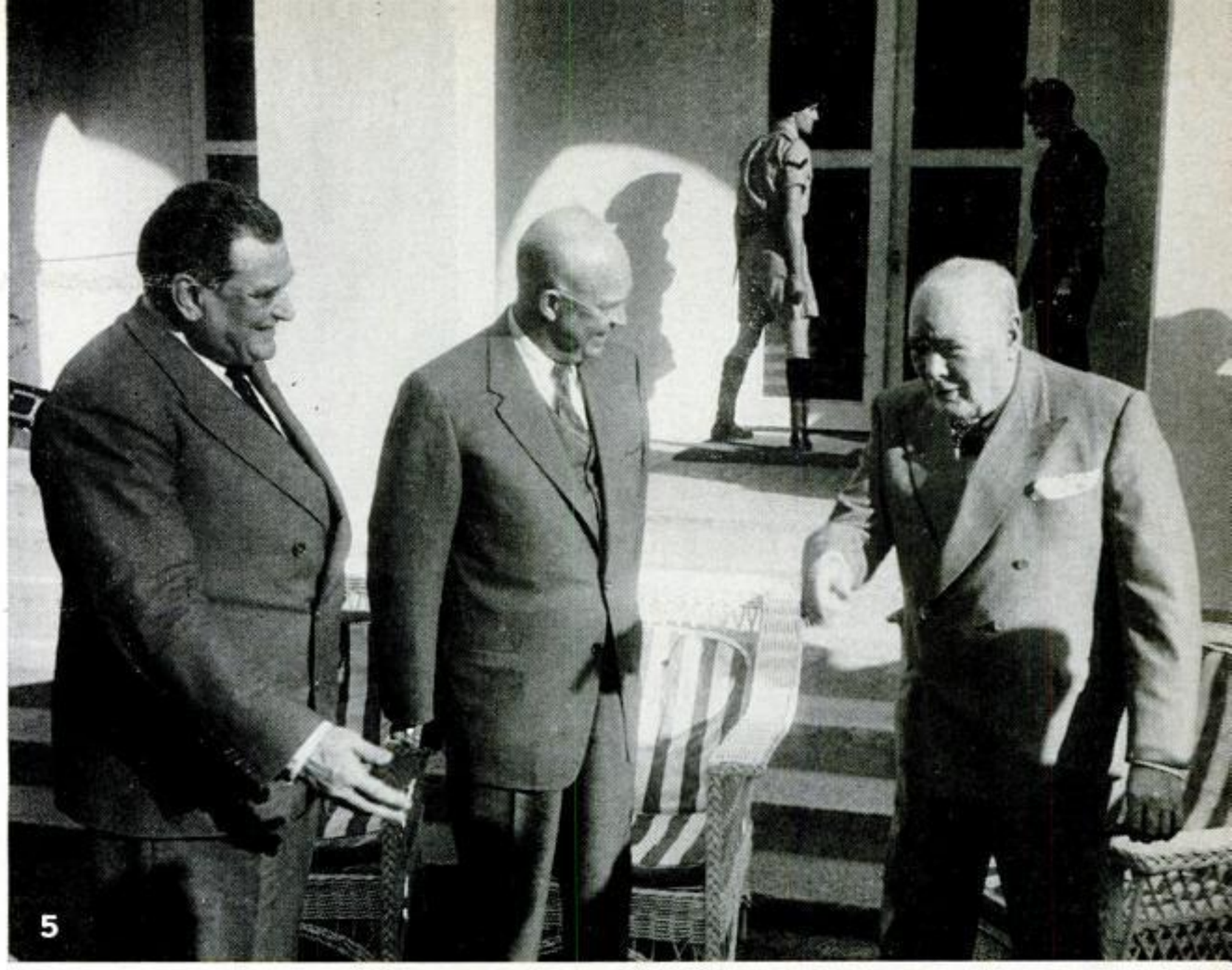
CANNY PHOTOGRAPHERS take conferees' chairs out of porch shadows into the bright sun.



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protests of "oh, no, no, I won't do that." Failing, he precedes his host down to the chairs and waits. The difficulty in protocol finally overcome, the three



prepare to sit down. Laniel, who does not speak English, took no part in the discussion and seated himself on the President's right with no visible protest.





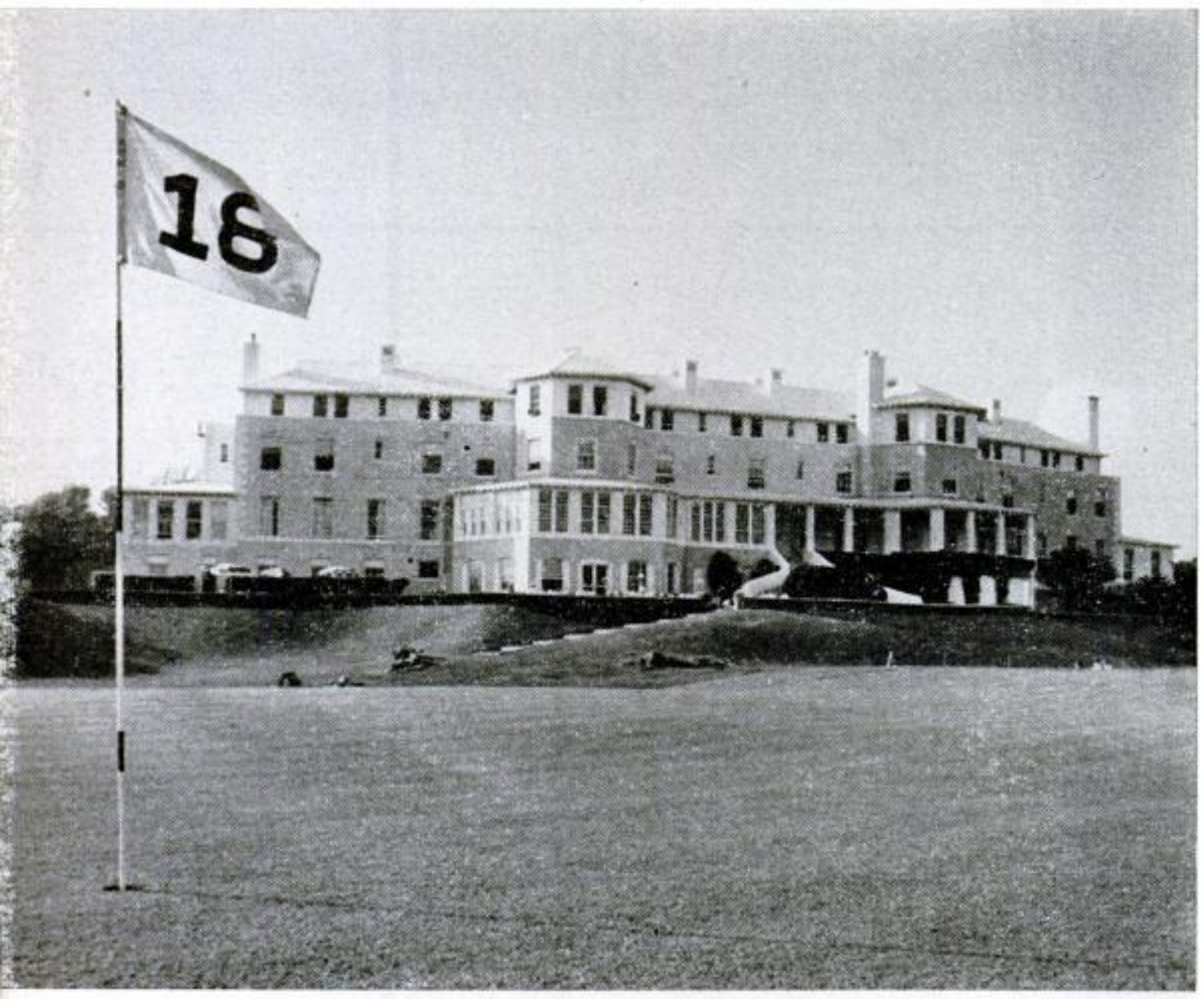
FINALLY SEATED, Big Three assume smiles. "I think they want a little more zip," says Ike.

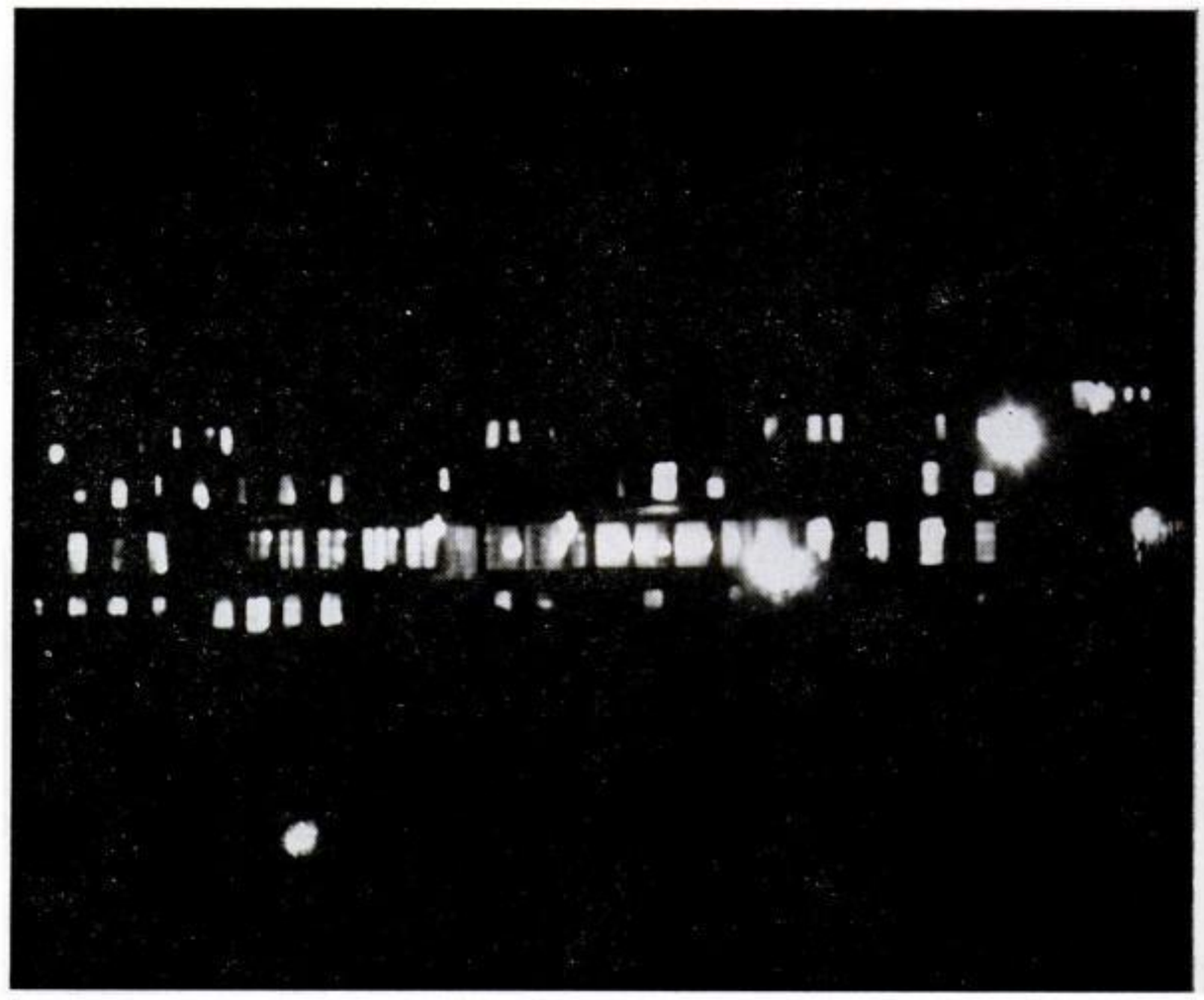


ACTING FOR CAMERAMEN, President gestures as he says, "They're just like a firing squad."

CONTINUED ON NEXT PAGE

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BY DAY AND BY NIGHT the Mid-Ocean Club, where the talks took place, was all business. Most of the time the golf course was empty and the lights burned late. At the opening session of the Big Three the electric current failed and an emergency generator was hitched up to relight the conference table.

AMID SOME NONSENSE, AN AGREEMENT ON IMPORTANT QUESTIONS

In the dearth of official news from the closely guarded Mid-Ocean Club the liveliest items the press could find in the day-by-day routine was a search for the prime minister's cigar cutter and the antics of bored reporters. But meanwhile the talks were ranging over such complicated subjects as the European army, Trieste and the war in Indochina (*see pp. 32–36*). When the Big Three met around the big cedar table, one subject had priority: How, where and when to meet the Russians?

On the evening of the meeting, Moscow itself had made this the No. 1 subject. After at first rejecting the West's bid for a four-power meeting on Germany in a note that jolted the world with its rudeness, the Soviet Union now had reversed itself. Why?

One answer was put forward at the opening session by France's Foreign Minister Georges Bidault. While Premier Laniel, who later became ill, impassively sucked away at an odoriferous Gauloise cigaret, his foreign minister argued that the Russians sought to ease world tension. They were faced with the necessity of improving living conditions at home.

Then Sir Winston said every opportunity should be made to make contact and test Soviet intentions. He believed that the Kremlin had produced a "new look."

"I don't know if it is a new look or an old one made over," said President Eisenhower. "She is still trying to crush the world she calls capitalist."

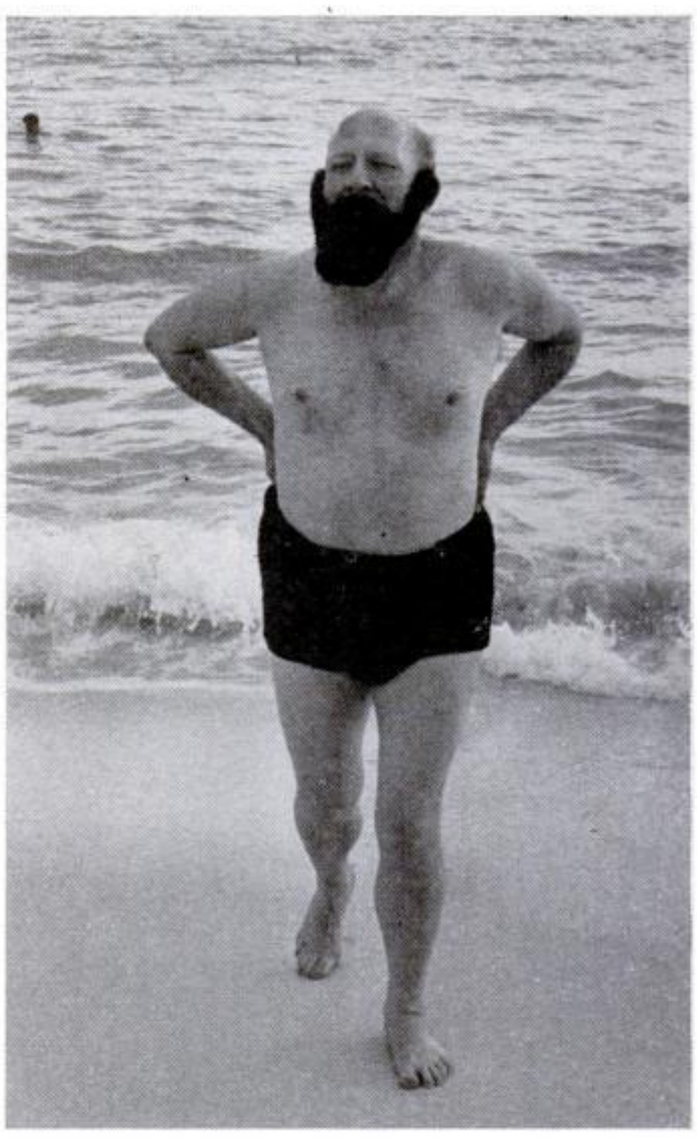
But the disagreement over Communist motives and intentions did not stand in the way of the resolution of a grave and major question: The West would immediately take up the Soviet note and bring the Russians to a meeting with the West's three foreign ministers.



FRANTIC SEARCH of Sir Winston's plane recovered his cigar cutter, a prized gift from his mother.



SECURITY MEASURE stops girl outside Mid-Ocean Club where soldiers halted all but officials.



CANADIAN CUTUP Jim Nicol, a reporter, enlivened wait for news by going bathing in false beard.

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His privacy secured by fencing,
Churchill sits by the sea during
a short respite from his labors

MAN ON WAY TO DEATH IN DEEP

Pictures show Florida lawyer on way to set world's record, then he disappears



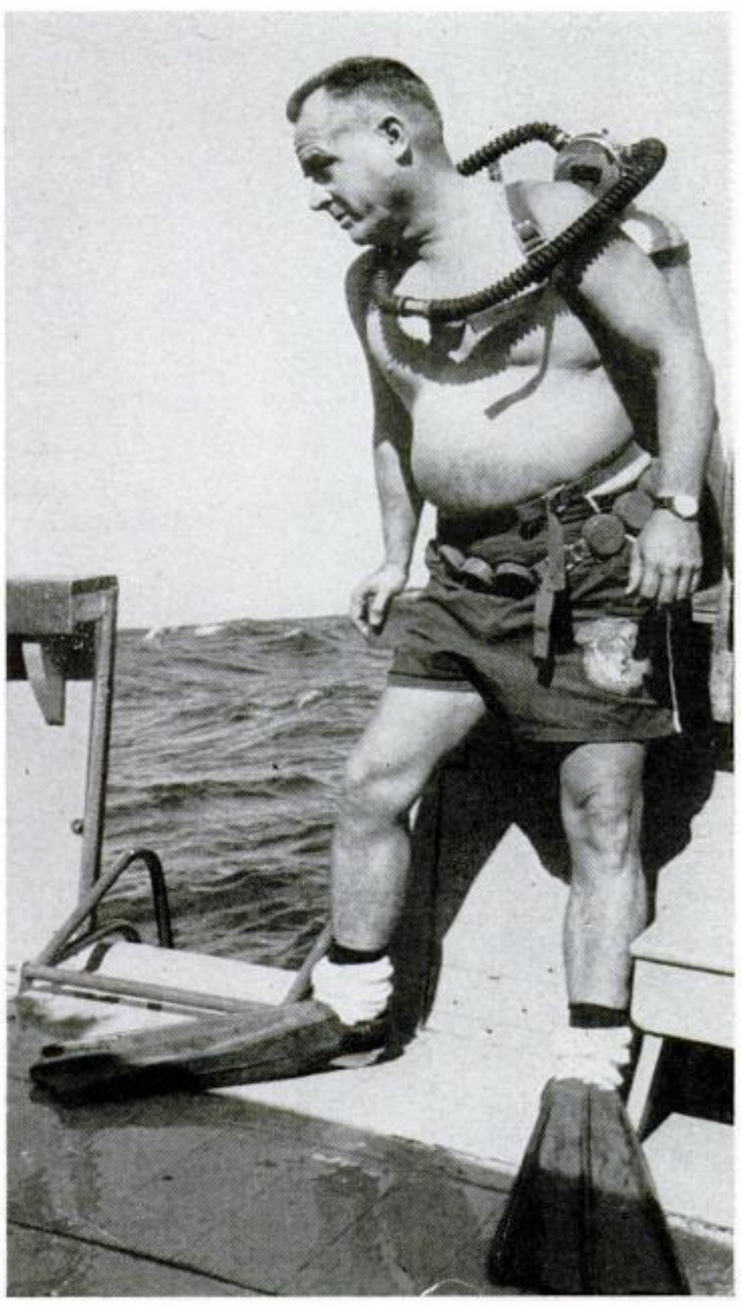
Hope Root was a lawyer with a love for salt water who moved his practice from New York to Miami, where he became an expert spear fisherman. In this exciting underwater world he cast eyes on the free-diving marks set five years ago by two Frenchmen using a back-strapped air supply called Aqua-Lung—306 feet, deepest free dive any man has survived, and 396 feet from which the diver was hauled up lifeless. Last week, at 52, Hope Root tried for the record of both the living and the dead.

To a trained diver like Root the physical risk from pressure changes would not be too great. But he faced one great known risk. The French call it "the rapture of the depths." It has been described by one diver as an exhilaration so great that he wanted to rip his mask off and offer his air supply to a passing fish. A fellow diver urged Root to mix helium with the air in his Aqua-Lung, as some divers do to avoid the "rapture," but he declined. With a fathometer checking his descent he started. LIFE Photographer Peter Stackpole, an experienced Aqua-Lung diver himself, was down 50 feet to photograph Root and follow him a short way.

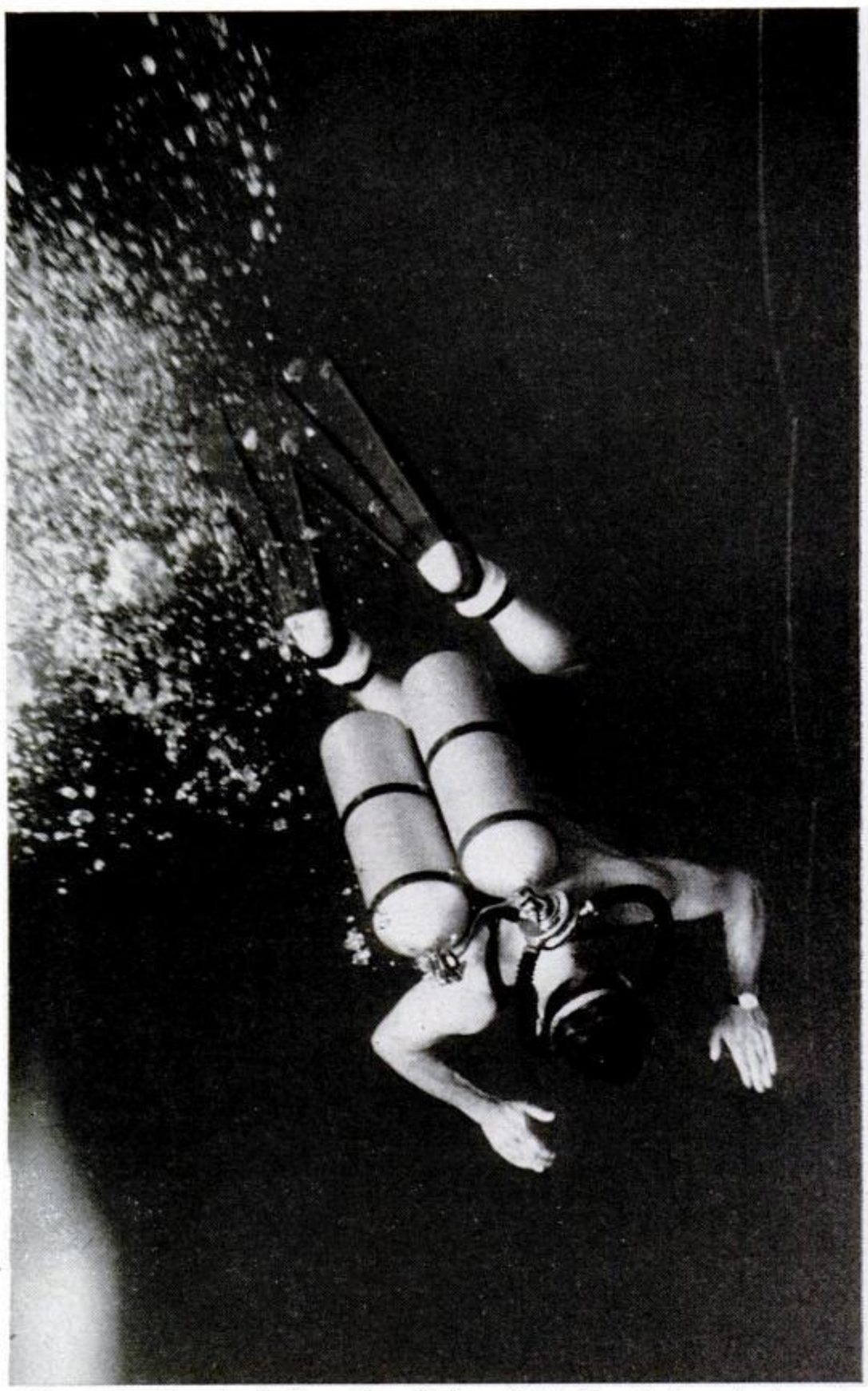
Into blue-black nothing Root went. As recorded on the fathometer (*below*), he reached the measuring-line anchor at the record-breaking depth of 400 feet where, seemingly conscious, he leveled off. Then the fathometer men looked in horror. Root had started down again. A sudden drop of 50 feet . . . slight pause. . . . Then at ascent speed—down to 550 feet. There the supersonic echo signals lost him forever.

"Rapture" may have embraced Hope Root. Or, as happens to deep divers, he may have lost direction, swum down thinking he was ascending. Enraptured or confused, Hope Root, whose fluttering was photographed for the last time at 100 feet as he headed into his beloved depths, had almost certainly set at least a new world's free-diving record for the dead.

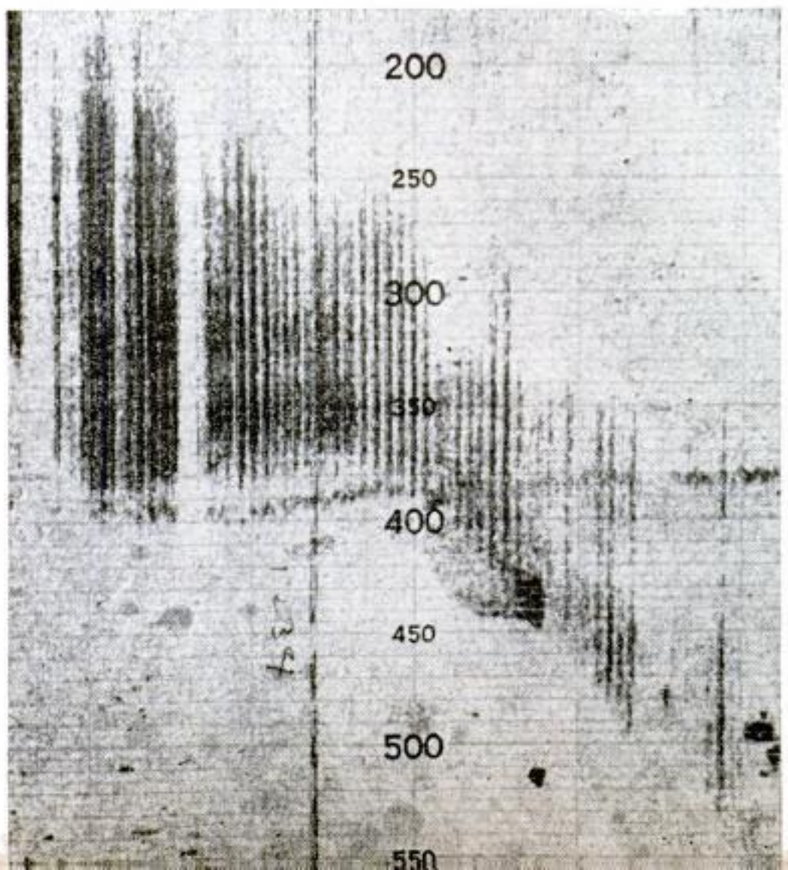
LINES are checked by Root morning of fatal dive. Measuring line here shown (at 380 feet) is steel. Bright white nylon guide alongside shows diver way through the water.



WEARING AQUA-LUNG, Root (5′5″ and 170 lbs.) prepares to dive. Friends urged him to put off attempt on account of choppy seas, but he said, "I'm itchy," went over.



AT 20 FEET Root heads down his guideline (*right*). Root had previously made unofficial deep dives as far as 370 feet but this was his first official attempt.



FATHOMETER GRID (*left*) shows Root's 400-foot dive, which he made in six to eight minutes. He leveled off there before he plunged to 550-foot depth.

LAST GLIMPSE ALIVE shows Root at 100 feet with arms over head working down. Two lights in center are reflections on air tanks. His air bubbles also show. →

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PARATROOPERS SPILL INTO THE DROP ZONE, SOME RIDING DOWN IN OLD CHUTES DARKENED BY FREQUENT USE. THOSE ALREADY DOWN STAND UPRIGHT

BOLD FRENCH GET THE JUMP

PHOTOGRAPHED FOR LIFE BY HOWARD SOCHUREK

Early one morning last month a secretive military messenger came to fetch LIFE Photographer Howard Sochurek from his billet in Hanoi. Not until he was airborne, high above the rice fields of Vietnam, did he learn his mission: to photograph the most bold and powerful blow yet struck in General Henri Navarre's aggressive plan to keep the Vietminh Communists off balance in Indochina.

Sochurek got his briefing in flight from Navarre's tough task force chief, soft-spoken General René Cogny. By the time it was completed the plane was dropping between 7,000-foot mountains into a verdant valley 185 miles west of Hanoi and deep in Red-held territory. Suddenly the sky was full of parachutes and Sochurek was too busy with his cameras to care that they were flying at 50 feet, buzzing the thatched roofs of a village called Dienbienphu. They stayed overhead while two battalions of French and Vietnamese paratroopers spilled out almost onto the heads of a battalion of Reds surprised in the act of grenade practice. Sochurek's plane left the scene, but next day, in one of the first helicopters to land, he got his feet on the battlefield.

For the French the Dienbienphu air drop, tagged Operation Beaver, gave the measure of



←**THE PLANNERS,** General Cogny (carrying cane) and General Navarre, confer just before the take-off.

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TO CAST OFF HARNESS AND GET INTO THE FIGHT

ON VIETMINH

General Navarre's boldness—and of the poverty of his means. Altogether, Cogny parachuted six battalions into Dienbienphu, smack on top of a Red regimental headquarters, and after a brief but sharp encounter and a subsequent Communist counterattack gained control of the village and its environs. But to do it, he had to borrow and scrounge all available military and civilian aircraft. And many of the troopers who jumped had to take the big drop in parachutes patched and stained with the wear of more than 50 airborne landings. But the makeshift operation produced some solid results for the French (*following pages*).

THE JUMPERS, newly down, pass a discarded chute as they file out warily, hunting Reds to flush. →



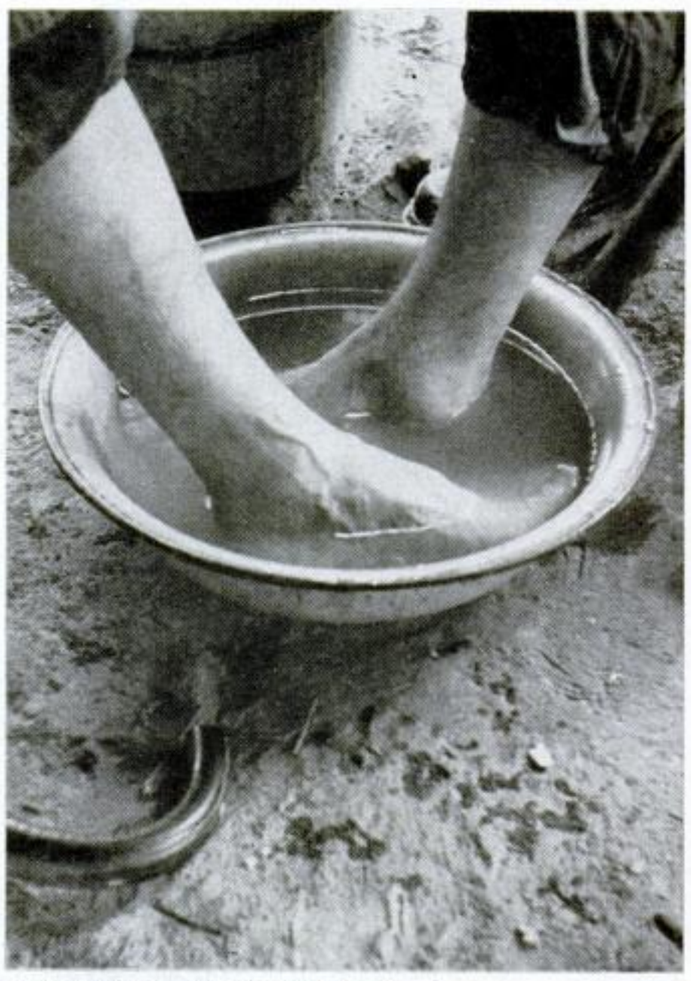
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SPRAWLED IN THE RIVER BANK MUCK LIE THREE VIETMINH DEAD. VILLAGERS WHO HAD RUN AWAY FORD THE STREAM, RETURNING HOME AFTER THE BATTLE



UNDAMAGED WATCH goes up for safekeeping as tourniquet stanches wound in a trooper's wrist.

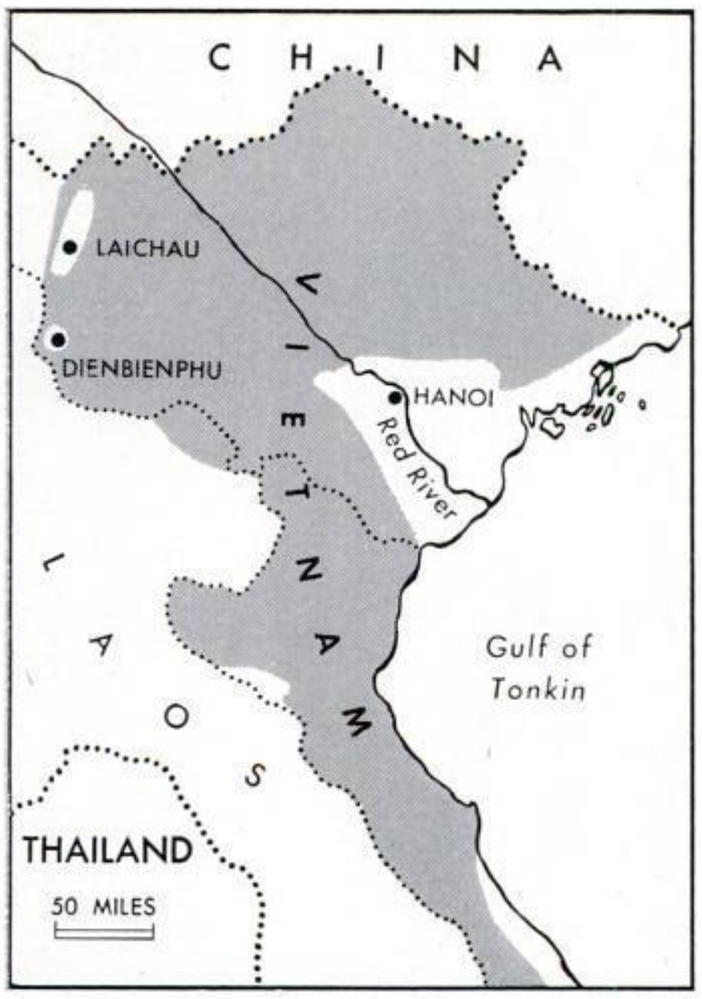


SPRAINED ANKLES hurt when troopers came down hard, get a soothing soak when fight is over.



FOULED CHUTE, covering all but a boot, lies over a man killed when his shroud lines tangled.

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BATTLE MAP of northern Indochina shows how Dienbienphu gave French foothold deep in Communist-infested area (shaded portion), supporting outpost of Laichau. French dominate Red River delta.

PROSPECTS FOR RICE AND TRUCE IMPROVE

Operation Beaver paid the French enormous dividends on the 20 dead it had cost them. Squatting in the valley, they were now admirably situated to implement General Navarre's program of spoiling the Communists' annual food raids on the rice-growing regions at harvest time. Militarily, the air drop cut off a Vietminh division reportedly on the move toward a new invasion of the kingdom of Laos. Locally it bolstered nearby Laichau, the capital of the anti-Communist Thai tribesmen, which hitherto has been a lonely French-held island in a sea of Red conquest. Best of all, perhaps, by giving the Vietnamese troops a 40% share in the attack, the French boosted the morale and fighting spirit of the homegrown army Navarre has been trying to build up.

These substantial benefits came at a time when the French government at home, shaky and facing a war-weary populace, had been putting out tentative peace feelers. These had taken on an official character in early November when Premier Joseph Laniel told his senate that his government would be "happy" to negotiate a reasonable settlement.

Whether brought on by the temporizing in Paris or by Navarre's forthright boldness in the field, the Dienbienphu attack was followed within days by the first indication, after seven years of fighting, that the Vietminh might talk. The Reds' self-styled premier, Ho Chi Minh, answering a telegraphed questionnaire sent by a reporter for the Swedish paper *Expressen*, suddenly and surprisingly expressed willingness to negotiate.

Then, while the French cautiously examined this unexpected intelligence and Vietnamese Chief of State Bao Dai denounced it, the Reds rallied and began probing counterattacks at the new French bridgehead in Dienbienphu.



ROTOR WHIRLING AND READY TO GO, A U.S.-FURNISHED HELICOPTER IS LOADED WITH WOUNDED MEN



WARY PATROL, led by a Vietnamese soldier, enters thicket in which men fought at 10-foot range.



SUCCESSFUL FORAGER comes in with bag of ducks to make a feast for soldiers who live off land.

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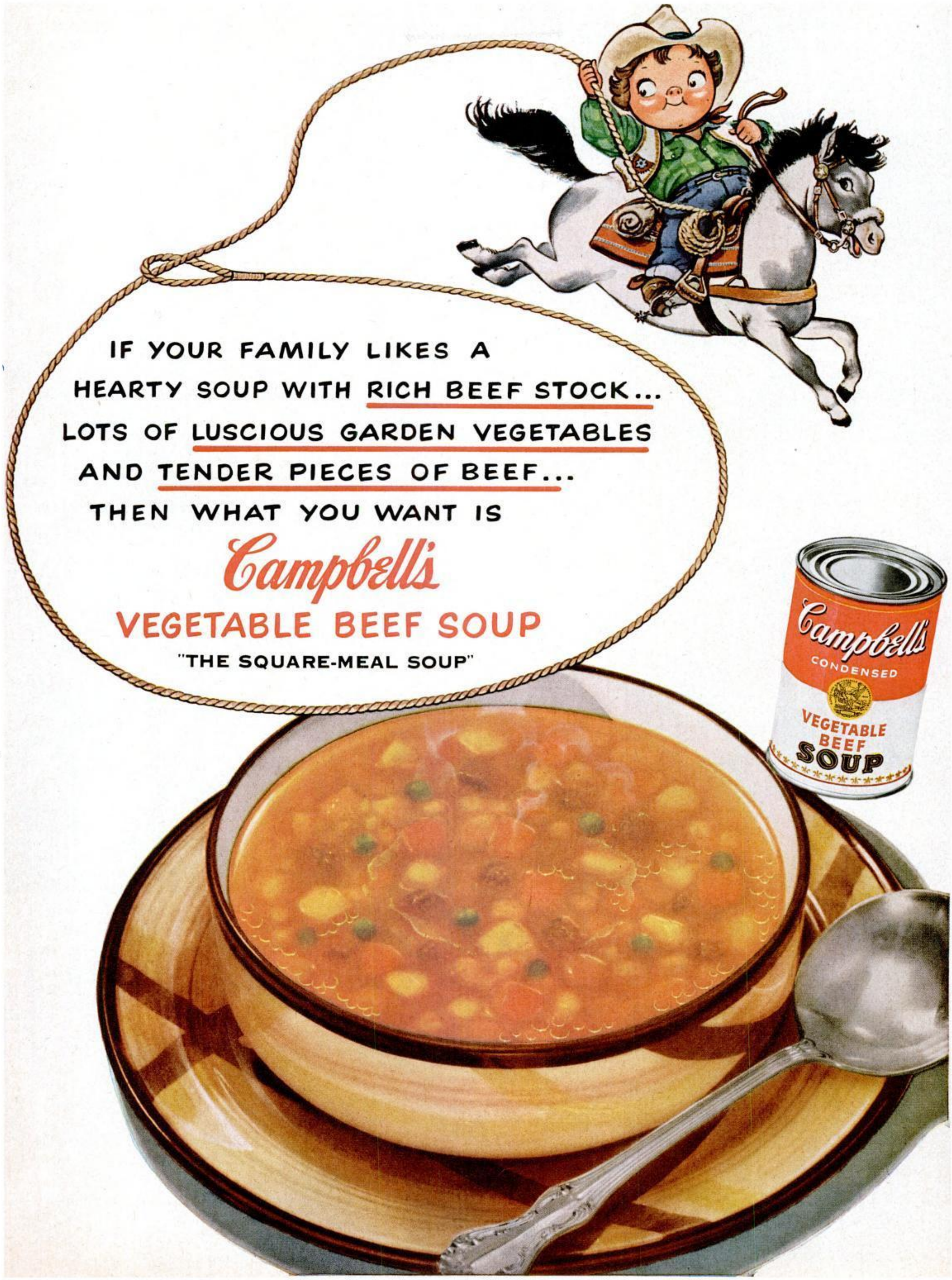
Jump on Vietminh

CONTINUED



SHROUDS are formed by parachutes as three soldiers are buried in a rice field. Their comrades (*in background*) are still dropping from the sky to reinforce French positions.

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Pictured here are three thrilling examples of the vividly outstanding new Studebakers for 1954—headliners in an eleven-star galaxy of strikingly original Studebakers that

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White sidewall tires and chrome wheel discs optional in all models at extra cost

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Try one out—a brilliantly powered Commander V-8 or a long, luxurious Champion in the lowest price field.



New color-styled Studebaker interiors!

Rich and unusual is the beauty of the roomy seating area you share with your guests in a 1954 Studebaker sedan. The ultra-luxurious Commander V-8 Land Cruiser is pictured here—but even the very lowest priced Champion sedan interiors are impressively spacious, smartly distinctive.

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Once again it's time to make a bowl of

Merry Christmas!

Again this year, men who know whiskey will serve the grandest bowl of Merry Christmas ever—an eggnog made with Four Roses.

The ingredients: Six eggs; ¾ cup sugar; 1 pint milk; 1 pint cream; 1 oz. Jamaica Rum; 1 pint Four Roses; grated nutmeg.

The procedure: Beat separately egg yolks and whites. Add ½ cup sugar to yolks while beating. Add ¼ cup sugar to whites after beating them very stiff. Mix whites with yolks. Stir in cream and milk. Add Four Roses and rum. Stir thoroughly. Serve very cold, with grated nutmeg.

The delightful result: A bowlful (five pints) of eggnog that's *particularly* wonderful . . . since the Four Roses now being bottled is the finest Four Roses ever!

• • •

Frankfort Distillers Corporation, New York City. Blended Whiskey. 86.8 proof. 60% grain neutral spirits.

Men who know whiskey are giving

Four Roses

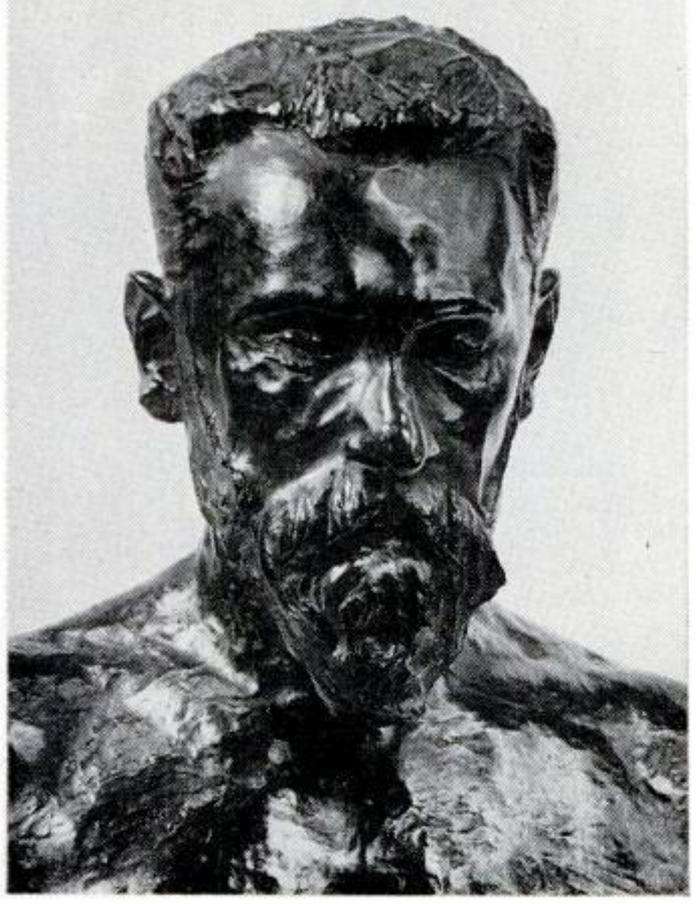
IN ATTRACTIVE GIFT CARTON



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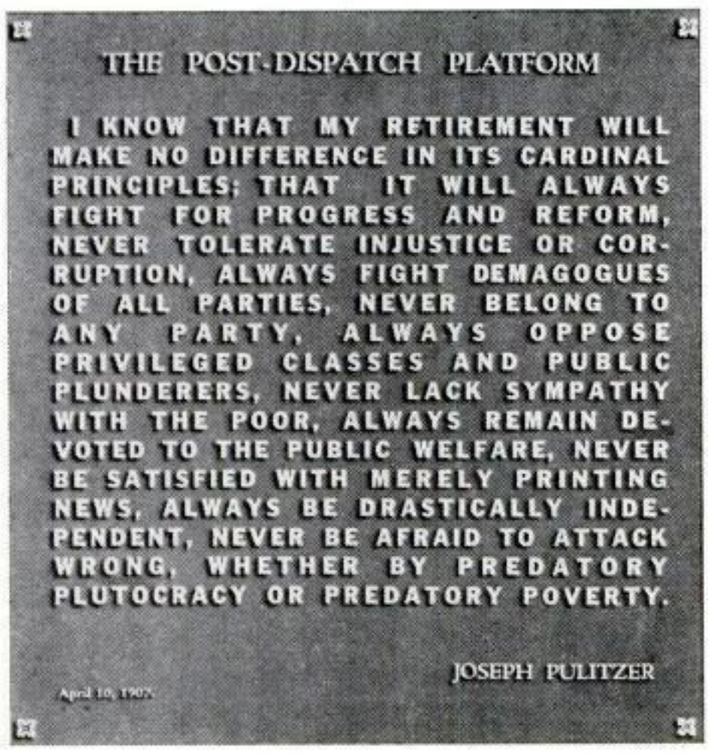
EDITORIAL

A DAY FOR JOURNALISM TO REMEMBER



A GREAT NEWSMAN'S LEGACY

The French sculptor Auguste Rodin did this bust of Joseph Pulitzer, founder of the St. Louis *Post-Dispatch*. It now stands in the main hallway of the Columbia School of Journalism, which Pulitzer endowed. His really enduring memorial, however, is the final charge to the editors of the *Post-Dispatch* on the occasion of his retirement (*below*).



It was 75 years ago this week, on Dec. 12, 1878, that the St. Louis *Post and Dispatch* was born. The offspring of the late great Publisher Joseph Pulitzer, it was something of an incubator baby—just 987 copies of a little four-page newspaper with more than half the front page devoted to advertising. Now, of course, the *Post-Dispatch* has turned into a journalistic giant and its anniversary this week is an occasion for rejoicing—to which LIFE wishes to add its praises and congratulations.

The *Post-Dispatch* represents something very special in newspaperdom, something not quite apparent to the casual eye. The stranger to St. Louis, picking up a copy for the first time, might in fact wonder what all the hosannas are about. The *Post-Dispatch* has never attempted to be an all-inclusive newspaper of record like the New York *Times*. It has never been as well written as the old New York *World*, nor edited with the technical brilliance of the New York *Daily News*. At first glance it is just another newspaper, with the unhappy exception that it runs its comic strips so small, cluttered and splashed with red-and-yellow color that they probably cause more eyestrain than anything since the smoke palls which once plagued St. Louis.

What makes the *Post-Dispatch* great is something which, like such great forces of nature as erosion or evolution, can be fully observed and appreciated only over a long period of time. The smoke palls are a case in point. St. Louis no longer has them because the *Post-Dispatch* waged such an unrelenting campaign against smoke that the community was finally stung into drastic action.

●

The *Post-Dispatch* has never been afraid to make enemies. One of its first great crusades, back in 1898, was against some of St. Louis' most prominent citizens serving in the municipal assembly. These worthy gentlemen made the mistake of accepting $250,000 in bribes for handing out street-car franchises, and the *Post-Dispatch* came right out and said so. There were immediate cries of wounded innocence and for four years the newspaper was accused of having blackened the reputation of innocent and respectable men—until the courts finally proved that the *Post-Dispatch* was right.

It was the *Post-Dispatch* that broke the Teapot Dome scandal. The *Post-Dispatch* once took on the powerful Union Electric Co., as well as practically the entire state legislature, and proved that the utility had used a $600,000 slush fund to bribe lawmakers. It got a Republican mayor elected in St. Louis and a Republican governor in Missouri by revealing the brazen attempt of the state's Democrat machine to steal the governorship election in 1940. Then, as if to even matters, it played a mighty part in defeating Republican Governor Dwight Green of Illinois in 1948 by exposing the Republican machine's corrupt ties to gamblers and racketeers.

The *Post-Dispatch* is always up to something. It is a constant terror to crooks and phonies, a constant frustration to press agents seeking flattering puffs—and a constant champion of the public trust. It has compiled a distinguished record by always following the flaming words of its founder which can be found at the left of this page.

●

In editorial policy the *Post-Dispatch* has undergone some wide swings. It was for Roosevelt for president in 1932, Landon in 1936, for Roosevelt in 1940 and 1944, for Dewey in 1948 and Stevenson in 1952. Right now its policy can best be described as one of seeing Republicans under the bed—and LIFE must temper its encomium by mentioning that we are in practically 100% disagreement with the current *Post-Dispatch* editorial page on practically all issues of national policy. We are particularly at odds with the *Post-Dispatch*'s tendency to carry its neo-Truman-Stevensonism to the point of decreeing that people of the Harry Dexter White stripe deserve some kind of mysterious favoritism under the principle of civil liberties, until their guilt has been proven in court. When the *Post-Dispatch* writes that a White has been accused as a spy, which indeed White was, it writes "spy" in quotation marks. This is a form of backward-bending which seems to us rather untoward on the part of a newspaper which has never hesitated to call errant politicians and businessmen thieves and blackguards long before these epithets were made official by a jury.

However, the *Post-Dispatch* can never stay long in one camp; it has that rare, brave and totally admirable quality of seeing the faults of its friends as well as its enemies, eventually if not immediately. For 75 years the *Post-Dispatch* has been a completely incorruptible newspaper, engaged in the business of promoting the public welfare at whatever cost to its own popularity or success. The fact that it has remained popular and successful anyway is a great tribute to the good sense of St. Louisans and Americans in general.

In many cities journalism is in grave danger of falling into the insensitive velvet-gloved hands of the press agents and the promoters, the opportunists who tag along with the crowd and fear to mutter the slightest word of doubt or criticism. The *Post-Dispatch* in its 75th successful year is living proof that journalism can not only survive but prosper by speaking its mind and serving as the conscience—even when a conscience must be irritating—of democracy. Even when we at LIFE disagree completely with the *Post-Dispatch*, we admire it as a worthy spokesman for the opposition.

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MRS. LILY REKAS OF CONNECTICUT MAY BE A HARDWORKING WIFE AND MOTHER, BUT SHE'S ALSO A VERY ATTRACTIVE WOMAN.

"I wash 9000 pieces of glassware a year... but I'm proud of my pretty hands!"

When Lily Rekas lifts a glass to toast her husband, he can see that her hands are as soft and pretty as a bride's.

Yet those hands have to wash *thousands* of glasses a year. (And so do yours!)

Detergents make lighter work for Lily. Detergent suds really *melt* away dirt and grease. But – those suds can also take away the natural oils and youthful softness of your hands!

How does Lily keep her hands so nice? She never forgets this simple step. After detergents or any harsh cleanser – pure, white Jergens Lotion goes right on her hands.

Being liquid, Jergens penetrates instantly (doesn't merely "coat" skin). In seconds, it helps *replace* softening moisture hands need.

It has two ingredients doctors use for softening. And women use much more Jergens Lotion than any other hand care in the world.

You ought to see Lily's lovely hands. They're two of the best reasons for remembering Jergens Lotion!

So keep on using detergents, and keep on using Jergens Lotion. You can *tell* your husband about your hard work – but don't ever let him feel it in your soft and pretty hands.

Use JERGENS LOTION – avoid detergent hands



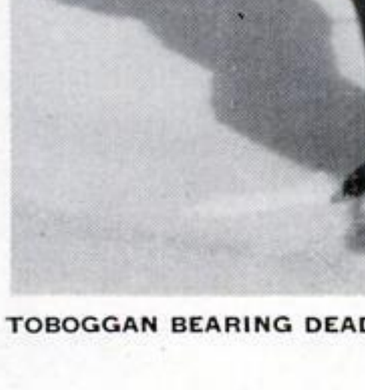
Now—lotion dispenser FREE of extra cost with $1.00 size. Supply limited.

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TOBOGGAN BEARING DEAD CLIMBER'S BODY IS PULLED DOWN MOUNTAIN. JON LINDBERGH IS RIGHT FRONT. CROSS IN BACKGROUND MARKS ACCIDENT SCENE

TRAGEDY ON FROZEN MOUNTAIN SLOPE

Climbing party which includes Jon Lindbergh fails to save companion in fall on icy Mount Shasta



WERNER HOPF

As high point of an outdoor holiday nine members of Stanford University's Alpine Club set out to scale the icy heights of California's majestic 14,162-foot Mount Shasta. Leader of the expedition was Jon Lindbergh, the flyer's 21-year-old son, who is a senior. Far and away the most experienced mountaineer along was Werner Hopf, 30-year-old Swiss-born electronics engineer at the independently run Stanford Research Institute. Though Shasta is considered a comparatively easy climb, snow was frozen so hard that footholds were difficult.

At 12,000 feet, after four hours' ascent, the climbers had changed from skis to ice-gripping crampons—all but daring Werner Hopf. He was still wearing skis, and setting the pace 300 feet ahead, when his skis slipped and he suddenly tumbled down the steep slope. His companions tried frantically to block his fall but there was no time. Eight hundred feet below, at the end of a bloody trail on the snow, they came upon Hopf, battered, bleeding, barely alive. As one climber raced for help, the others gave first aid, then tried to carry Hopf down the mountain on a makeshift toboggan fashioned from skis. After he had been taken only 500 feet in an hour and a quarter of tortuous descent, he appeared too weak for further travel. His companions built an igloo to protect him overnight from the 20° cold and took turns at artificial respiration for 11 hours—until long after he quit breathing. Rescuers the next morning, 24 hours after the accident, could only help the grieving youths carry their dead friend's body the rest of the way.

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THE MOST TREASURED

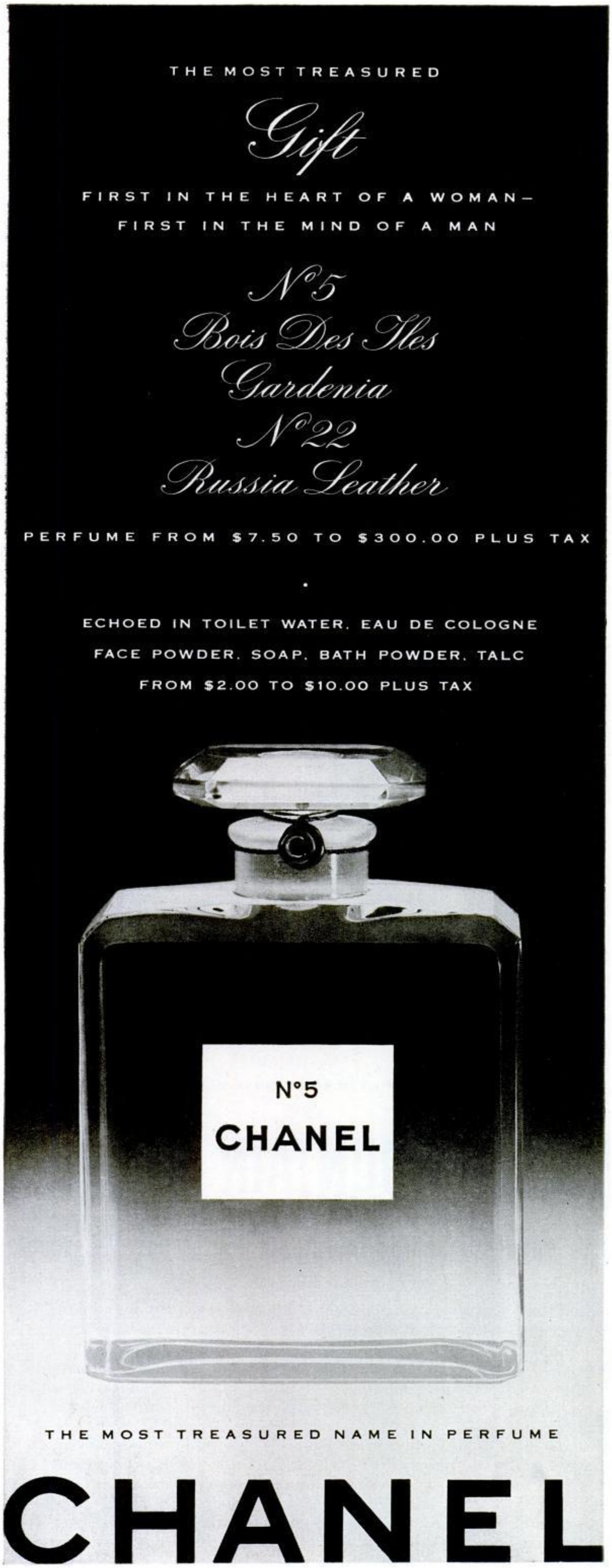
Gift

FIRST IN THE HEART OF A WOMAN—
FIRST IN THE MIND OF A MAN

№5
Bois Des Iles
Gardenia
№22
Russia Leather

PERFUME FROM $7.50 TO $300.00 PLUS TAX

ECHOED IN TOILET WATER, EAU DE COLOGNE
FACE POWDER, SOAP, BATH POWDER, TALC
FROM $2.00 TO $10.00 PLUS TAX

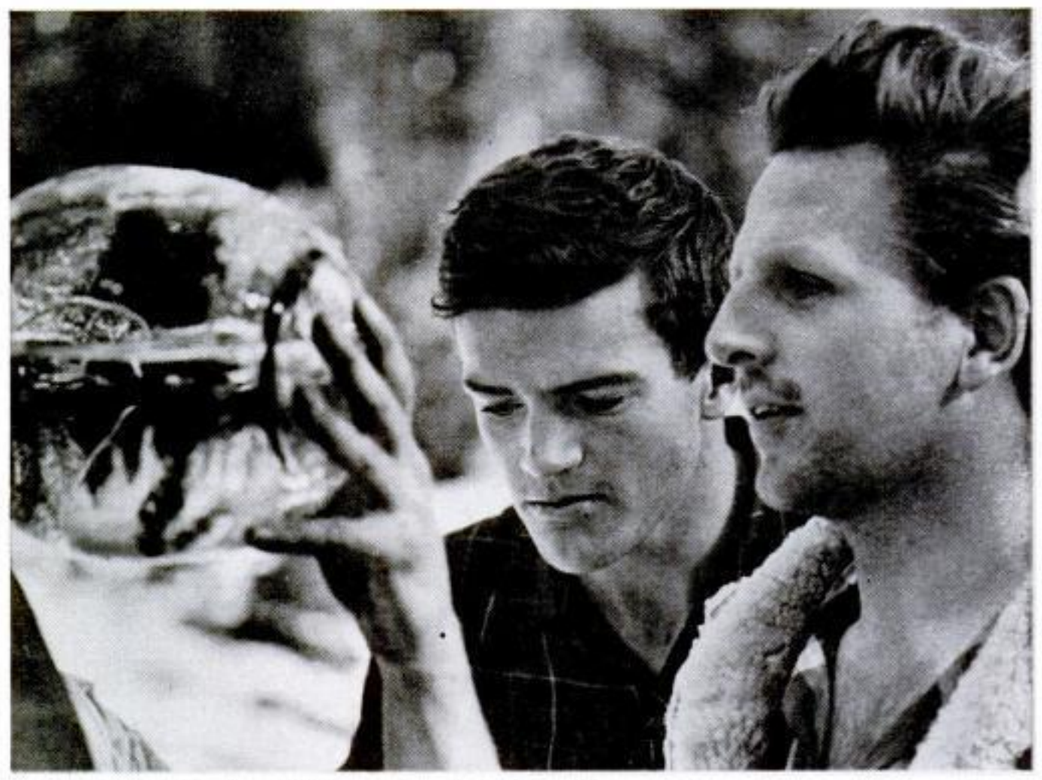


THE MOST TREASURED NAME IN PERFUME

CHANEL



LAST STOP on sad trek down mountain is base camp where Jon Lindbergh (*center*) and friends help lift Hopf's battered body into coroner's truck.



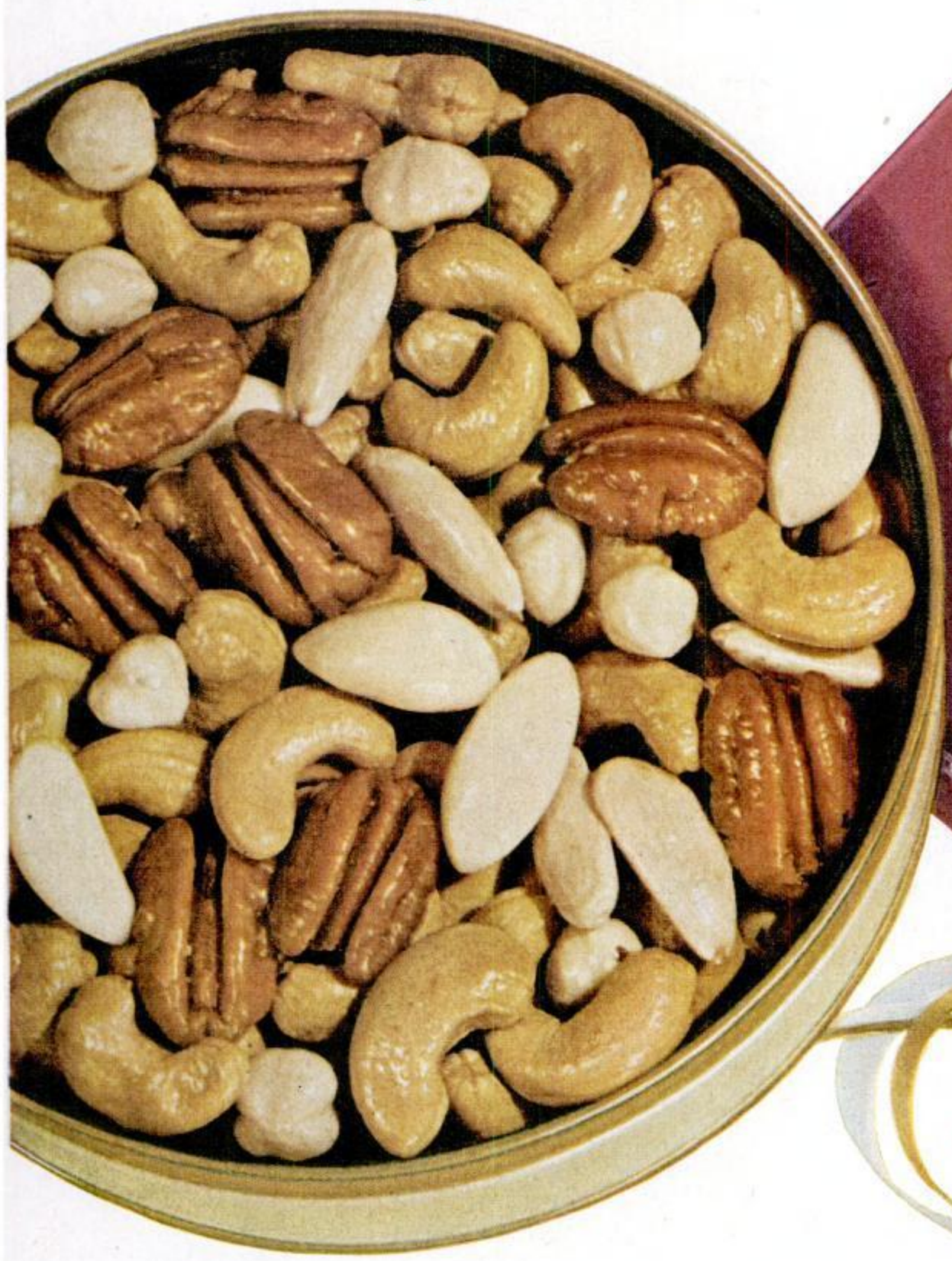
FIRST REST after 24-hour death vigil on frozen slope comes at camp where Lindbergh and friend, Vlado Kovalik, wait turn for drink from water bottle.

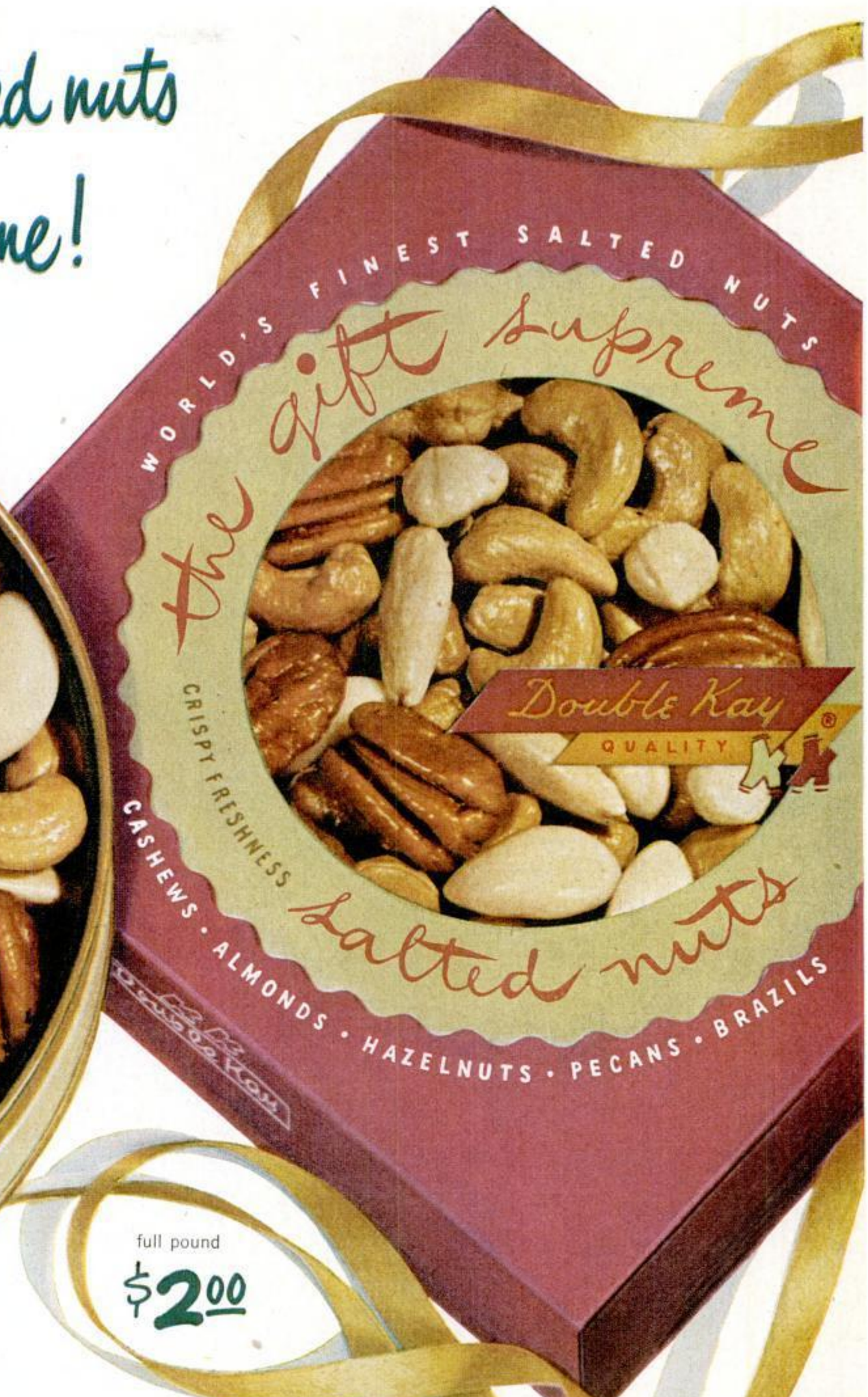


FINAL CHORE for Lindbergh after Hopf's body is aboard truck is to pack up his own skis. Tired and heartsick, he could not talk about the accident.

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Double Kay salted nuts —the Gift Supreme!





full pound
$2.00

Perfect for giving ...our most special assortment

of the world's finest salted nuts

Attractively gift packaged in vacuum-sealed tin. Always guaranteed shiny fresh when opened anywhere, any time. The Gift Supreme is a one-pound wonder for birthdays, holidays, bridge prizes, anniversaries, or *any* special occasion.

THE KELLING NUT CO. Chicago, Ill. • Branches in leading cities throughout the U. S.

Double Kay
WORLD'S FINEST SALTED NUTS



Double Kay Gift Supreme is designed by the creators of the famous Double Kay Nut Shop with the revolving tray . . . in better stores everywhere. Always loaded with fresh toasted salted nuts.

BE THOUGHTFUL . . . BE DIFFERENT . . . CHOOSE **THE GIFT SUPREME**

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Almost any whiskey



makes a welcome gift...but...

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only Lord Calvert

says:

"To a Man of Distinction"

Yes, giving *can* be an art! For example, you can pay a deft and gracious compliment to every man on your list . . . with a gift of the whiskey that's Custom Distilled — *and* says "To a Man of Distinction"!

This friendly tribute to a man and his taste will make your gifts of Lord Calvert the most welcome of the Season!



Your Choice

OF 3 GIFT CARTONS!

Lord Calvert is available in three luxurious, velour-finish gift cartons; Holiday Red, Forest Green or Winter White...together with special "Men of Distinction" greeting cards!

BLENDED WHISKEY. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORPORATION, N. Y. C.

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There's something
"SPECIAL"
about Birds Eye
Strawberries





Better buy Birds Eye and get that something "SPECIAL"

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FIRE RAGES UNCHECKED BEFORE FIREMEN WHO FOUND WATER PRESSURE TOO LOW TO USE HOSE

BLAZING DISASTER IN PUSAN

A neglected charcoal burner brings more woe to South Korea

The people of South Korea, victims of war and hunger and homelessness, last month fell victim to a simple piece of domestic carelessness. A housewife, unwittingly taking the role of a modern Mrs. O'Leary, stepped out of her shanty in Pusan, leaving her primitive charcoal heater too long unguarded. Flames reached the thin wooden walls, spread and quickly set the house ablaze. Within minutes, a 30-mph wind sent the flames leaping through the night across thousands of tinderbox shacks. As families fled in all directions and firemen labored helplessly, the blaze roared through the business district and headed menacingly toward the harbor docks loaded with U.N. equipment. Suddenly the wind switched, the fire turned, and, after six hours, finally burned itself out.

Miraculously, only four people died, but the fire had burned a ¾-mile-long swath through Pusan, completely destroying 2,914 homes and buildings and some 3,000 shanties. Worst of all, from this refugee-jammed area, more than 31,000 people were made homeless overnight by the worst fire in modern Korean history.

GUTTED REMAINS OF PUSAN BUSINESS DISTRICT SMOLDER AS HOMELESS SWARM THROUGH THE STREETS. FIRE STOPPED SHORT OF THE DOCKS (BACKGROUND)



Just around the corner!

Christmas is just around the corner and so is your neighborhood liquor dealer. And he has some mighty good suggestions for holiday gifts. One good example . . .

IMPERIAL

made by Hiram Walker

in an attractive gift carton. It's the best buy of the Big Four.

Blended whiskey, 70% grain neutral spirits. 86 proof. Hiram Walker & Sons Inc., Peoria, Ill.





HOMELESS KOREAN wanders dejectedly in area where she lived before fire destroyed wood and straw houses. She has wrapped herself and baby, slung on her back, in one of blankets issued to homeless by U.N.'s Korea Civil Assistance Command. U.S. Army medics gave milk to her baby and inoculations to both.

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Don't just mask the odor of "morning mouth"—
get rid of it with Chlorodent

. . . you're rid of "morning mouth"

Please don't take the Christmas tag *too* literally . . .

We know you wouldn't try to mask "morning mouth" with a ribbon.

But—before you are kissed under the mistletoe, it's best to get rid of "morning mouth"—that stale, furry taste and bad breath most of us have in the morning.

This calls for Chlorodent—the *chlorophyll-plus* toothpaste. It contains a great big helping of chlorophyll, not just a dab. *Plus* a patented cleansing agent.

Our customers tell us that with Chlorodent they can actually *taste* how much cleaner their mouths are (and that means their breaths, too) even hours after brushing.

It even makes your teeth *look* cleaner! Yes, some pretty sober-minded scientists in our laboratories tell us that Chlorodent brightens teeth measurably better than any other toothpaste formula.

So, to keep your whole mouth wonderfully clean and fresh, use Chlorodent Toothpaste (or Chlorodent Tooth Powder, if you prefer).

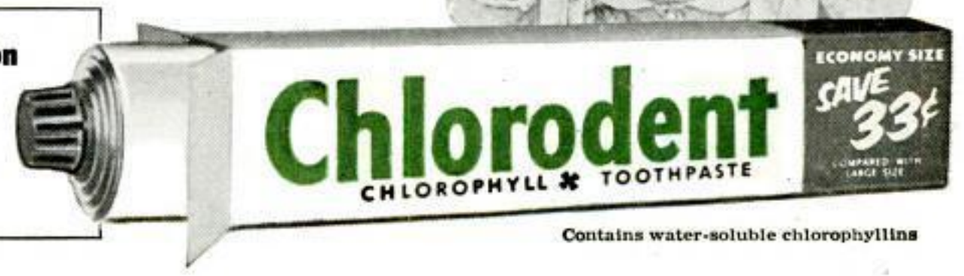
Get either at our risk, won't you? If it doesn't give you the cleanest mouth you ever had, Lever Brothers Company will return your money. **Fair enough?**

"Anti-enzyme," too, for continuing decay protection

University dentists found the special cleansing agents in Chlorodent keep "enzyme" decay acids below the danger point for 9 out of 10 people for hours—*with just one brushing.*

Stop "morning mouth"—
enjoy that wonderful, clean,
fresh Chlorodent
feeling!





Contains water-soluble chlorophyllins

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LIFE ON THE NEWSFRONTS OF THE WORLD

The President assumes command, U.N. condemns Red atrocities and Corporal Dickenson gets a girl

President Eisenhower last week showed signs that he is now determined to assert his leadership. With his approval, Secretary Dulles tore into a McCarthy statement that the U.S. was pampering its allies with "perfume-scented" notes instead of forcing them into line. Dulles declared this country will not use "blustering and domineering methods" to get our way with other frce nations. McCarthy's criticism "attacks the very heart of U.S. foreign policy," Dulles said, adding that "our friends and allies are dependable just because they are unwilling to be anyone's satellites."

Said the President next day, "I am in full accord with the statements made by Secretary Dulles." Then he flatly contradicted another of McCarthy's TV pontifications. "I repeat my conviction," he said, "that fear of Communists will not be an issue in 1954 elections."

This brought softer talk from McCarthy. He said he never meant to challenge the President. But he asked people to wire the White House demanding foreign policies be changed. McCarthy fans responded to his call for an organized message campaign. Of the 7,000 resulting telegrams, two thirds backed the senator.



"COULD HE MEAN ME?" ASKED THE SENATOR

Was it true, asked the Soviet Union in a stiff note to Pakistan, that the U.S. was going to be allowed to build bases in Pakistan? No, replied Pakistan, and, pointedly suggesting other nations quit trying to choose Pakistan's allies, added, "Pakistan will tolerate no interference with her domestic or foreign policy from any quarter whatsoever." This was aimed, in part, at India, which has just signed a five-year trade pact with Russia.

Jenner may see Canada's spy

Senator Jenner's subcommittee agreed to let Canada censor the testimony of Igor Gouzenko, former Communist spy who exposed his own espionage ring in 1945. This ended a month-long argument that had stirred up wide anti-U.S. feeling among Canadians. Jenner had previously insisted Canada should deliver the ex-spy for unimpeded questioning, although the Canadians said everything the man knew about U.S. Reds had been forwarded to Washington long ago. The committee still had to learn if Gouzenko, who is still in hiding for fear of Red revenge, would be willing to talk.



NANCY

When fog marooned a New York excursion ferry, a young Belgian named Christian de Lannoy met a pretty fellow tourist from Oklahoma. When the fog lifted, they were friends, but De Lannoy forgot to get the girl's full address. So he mailed a letter addressed: "To a girl of 17 called Nancy who returned by plane from New York to Oklahoma City with her mother on Tuesday 24 November, c/o Air Port Authorities, Oklahoma City." Newspapers and TV publicized the story, and the girl, Nancy Denner, claimed the letter. She promptly wrote De Lannoy, who still was not entirely pleased. Nancy forgot to include her address.

Italy agrees with Tito

Marshal Tito, who had called an Italian proposal that both Italy and Yugoslavia withdraw troops from the border area near Trieste a "bluff," last week proposed essentially the same thing himself. The Italians accepted, giving hope for a satisfactory eventual settlement of the Trieste troubles.

General Zahedi's Iranian government and the British Foreign Office announced that the two countries will reestablish diplomatic relations, which the Mossadegh regime broke off 13 months ago as a climax to the Anglo-Iranian Oil Company nationalization wrangle. "Both sides are confident," said a Tehran spokesman, obviously referring to the oil problem, "that settlements of any disputes of the past can be arrived at."

'Terrifying' big bird confesses

Residents of Bay Head, N.J. finally identified the "frightening big bird" that periodically left foot-long three-toed tracks on the beach over the last 21 months. School had been let out so the pupils could see the wondrous tracks, hundreds of bird watchers had come to look, and Stevens Tech students had made plaster casts to preserve the footmarks. From its tracks, experts thought the creature must have the stride and weight of a man. Their analysis proved accurate. James J. Turner, 60-year-old retired Pittsburgh insurance broker, confessed it was a hoax in which he fooled everyone with homemade birdfeet concocted out of hunks of rubber and brass hooks attached to pieces of linoleum and plywood. "I just wanted to liven things up," the fake bird explained. "It gets dreadfully quiet and lonely around here in winter."



TURNER DISPLAYS HIS BIRD FEET



SERGEANT SHOWS PICTURE OF HIS "GRAVE"

An emotional recapitulation

New accounts of Red atrocities in Korean PW camps surpassing in horror any heard before were told by the few GI victims who survived. Testifying at Senate hearings, they related how their captors buried them alive, set them on fire, tossed them down mine shafts and played "cat and mouse" with them before finally shooting them. Some of the GIs broke down in tears as they recalled how they had escaped death by falling under the bodies of their massacred fellow prisoners.

Master Sgt. Carey Weinel told (*above*) how he and other PWs had been wired together, put in a trench, then shot and buried under dirt. The bullets hit Weinel but failed to kill him. Still wired to a dead comrade, he managed to breathe through the loosely piled dirt of his "grave" for hours, finally wriggled to the surface and was rescued by a South Korean.

In the UN, despite protests of Andrei Vishinsky, who smiled skeptically at the atrocity details, 42 nations voted to express "deep concern" and condemn the Red atrocities, in which U.S. Delegate Lodge said 38,000 people were tortured and most of them killed.

Cpl. Edward Dickenson, the PW of Cracker's Neck, Va. who first refused repatriation, later decided to come home after all (LIFE, Nov. 2) and told newsmen he had got a "Dear John" letter from his girl, last week married a different girl, Kate Laney, who had written to him in Korea but never dated him. Afterward Dickenson, who had planned an Army career, said, "I've got to stay out now."

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THE MARTINI WITH THE MARVELOUS TASTE

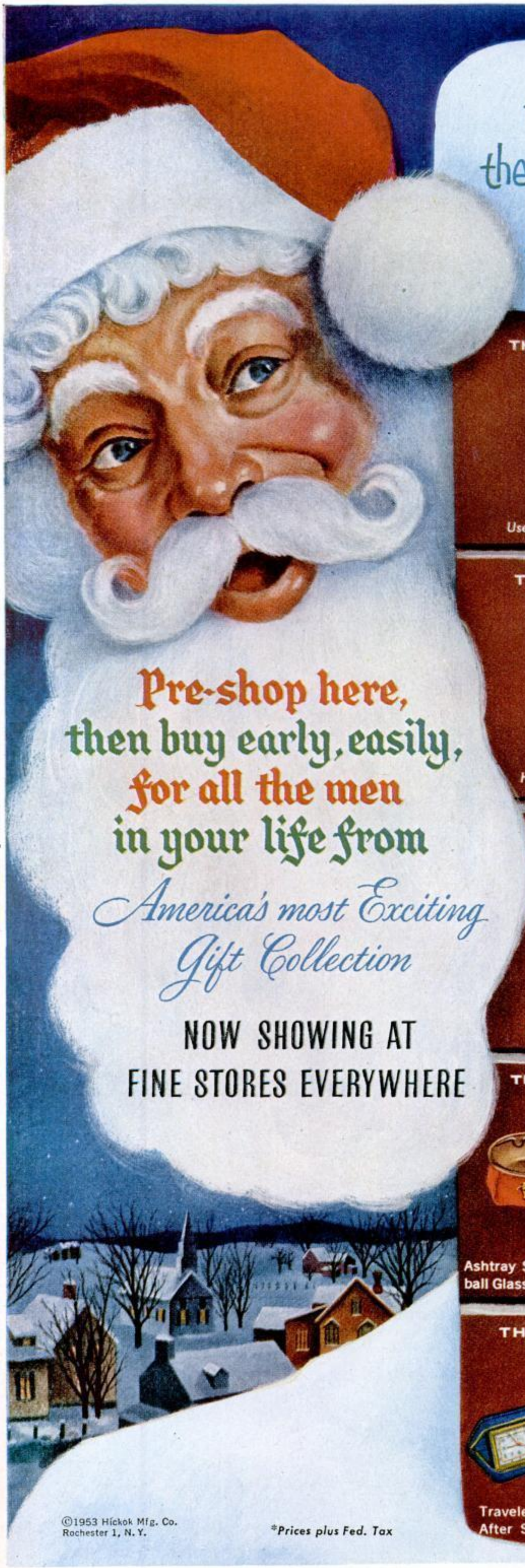
While they'd sooner die than admit it, many Martini drinkers don't really like the taste of gin. Next time you see someone with that special Martini expression, tell him to try "*The Martini with the Marvelous Taste*" . . . made with mellow Smirnoff Vodka instead of gin. It's dry as dry can be; smooth as anything and makes delicious sipping.

it leaves you breathless . . .

Smirnoff
THE GREATEST NAME IN VODKA

80 OR 100 PROOF. MADE FROM 100% GRAIN NEUTRAL SPIRITS. STE. PIERRE SMIRNOFF FLS. INC. HARTFORD, CONN.

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the one, the only,
the original, the greatest
gift show on earth

Hickok

**Pre-shop here,
then buy early, easily,
for all the men
in your life from**

*America's most Exciting
Gift Collection*

NOW SHOWING AT
FINE STORES EVERYWHERE

THIS ROW $1.50 TO $3.50



Useful Boxes make a Gift by Hickok 2 Gifts in 1



De Luxe Alligator Grain Belt, $2.00. The Two-tone Initial Buckle, $1.50.* The set, Gift Boxed, $3.50.*

THIS ROW $2.00 TO $5



Hickok Gift Boxes have Practical Re-use Value



Mahogany Sierra Belt, $2.50. The Matching Sierra Two-tone Initial Buckle, $2.50.* Set, Gift Boxed, $5.*

THIS ROW $2.50 TO $5.95



Hickok Gift Boxes Need No Other Wrapping



Fleur de Lis and Heraldic motif Jewelry. Tie Bars, $2.50.* Cuff Links, $2.50.* Sets, Gift Boxed, $5.*

THIS ROW $1.50 TO $7.50



Ashtray $1.50. Jigger, $4.95. 8 Sports Kings Highball Glasses, $5. Canasta Cards, Leather Case, $3.95.



Full Grain Aniline Cowhide Belt, $3.50. Herald Square Initial Slide Buckle, $3.50.* Set, Gift Boxed, $7.00.*

THIS ROW $2.50 TO $14.95



Traveler's Alarm Clock, $14.95.* Military Brushes, $5. After Shave Lotion, $2.50.* Manicure Set, $9.95.*



Sailfish Tie Bar, $5.* Links, $5.* Set, $10.* Rifle Tie Bar, $2.50.* Mountain Sheep Links, $3.50.* Set, $6.*

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Rochester 1, N. Y.

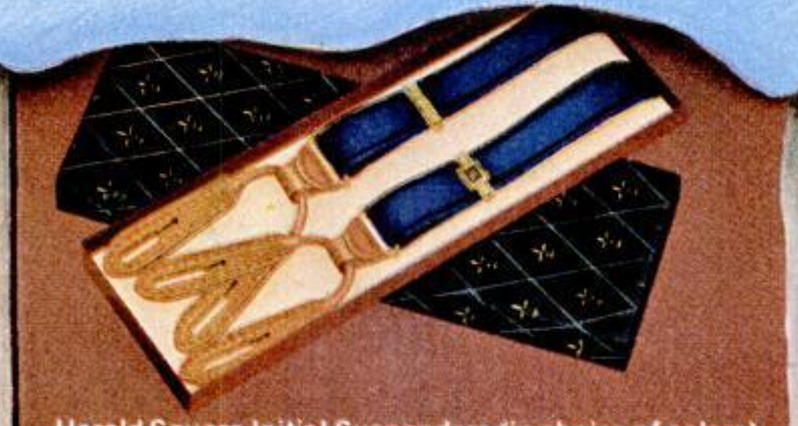
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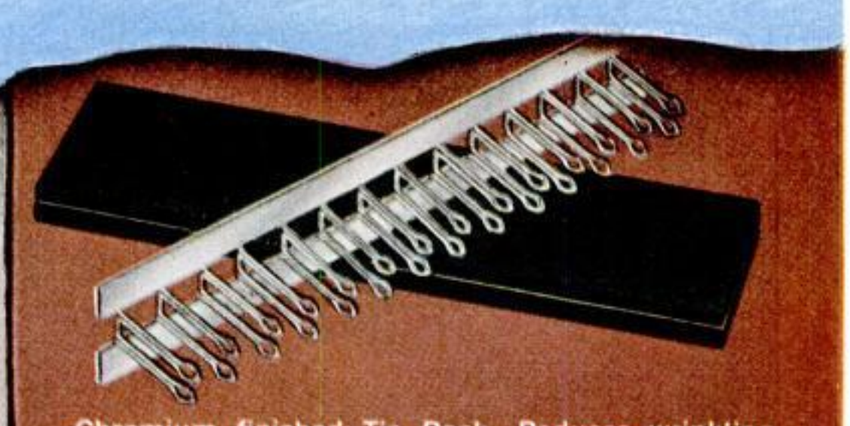
Christmas Gift Show



ie Tacks: In box, Crown $1.50.* Door Knocker show-
ig Crocodile Grip or Diamond on Tie, each $2.50.*



Herald Square Initial Suspenders (in choice of colors) Natural Leather Ends. Smartly Gift Boxed, $2.50.



Chromium finished Tie Rack. Reduces wrinkling. Saves ties. Black and Gold presentation Box, $2.50.*



sa hand-rubbed, welt-edged Saddle Leather Belts.
with Covered Buckle, $2. Mahogany, $2.50.



Tan Sierra Belt, $2.50. New Herald Square Initial Tongue Buckle, $2.50.* The Set, Gift Boxed, is $5.*



Men's Toiletry Kit of handsome mahogany tone Cowhide. Has Zippered Closure and Waterproof Lining . . . $4.95.*



ted & Charcoal Florentone* Belt, 23k. Gold emboss-
ng, $3.50. British Tan & Gold, Shield & Flag motif, $5.



Fitted Florentine Zippered Cowhide Brush Kit with Herald Square Initial, $5.95.* Matching Wallet, $5.*



Smart, comfortable, Imported Goatskin Train Slip-pers that fold into Plaid Cloth Drawstring Bag, $5.95.



or Blue Plaid Fitted Shoe Shine Kit with Brushes,
shes, $5.95.* Steer Head Shoe Horn, $5.*



Gold-Tooled Goatskin Wallet, $5.* Alligator Wallet, $7.50.* Both with Pass Case and Secret Pocket.



Antique Square Monte Carlo Links, $5.* Tie Tack, $2.50.* Set, $7.50.* Oval Links, $3.50.* Others, $3.50 to $1000.*



mported Pin Seal Belt, $5. The Gold-filled Initial
uckle, $5.* The set, beautifully Gift Boxed, $10.*



New Herald Square Tie Bar, $2.50.* Cuff Links, $2.50.* The Set, $5.00.* Tie Tack (on Necktie), $2.50*

HOUSE OF FINE GIFTS

HICKOK

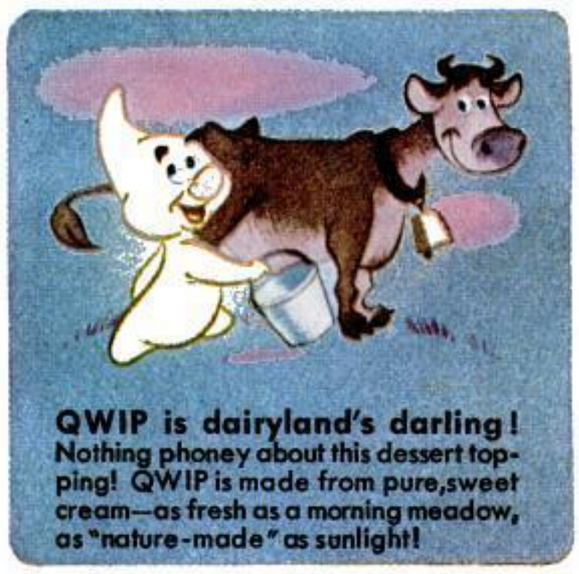
Makers of World Famous Hickok Belts

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THE TANTALIZING TALE OF

The cream that *won't* sour!

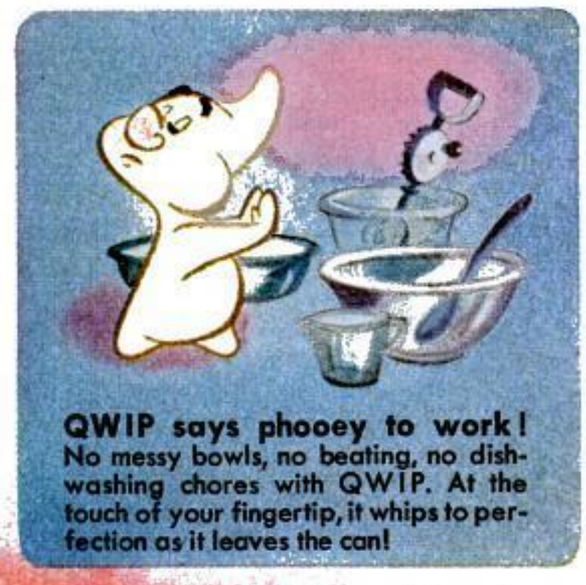
QWIP... made from real cream... never, never sours no matter how long you take to use up the can!



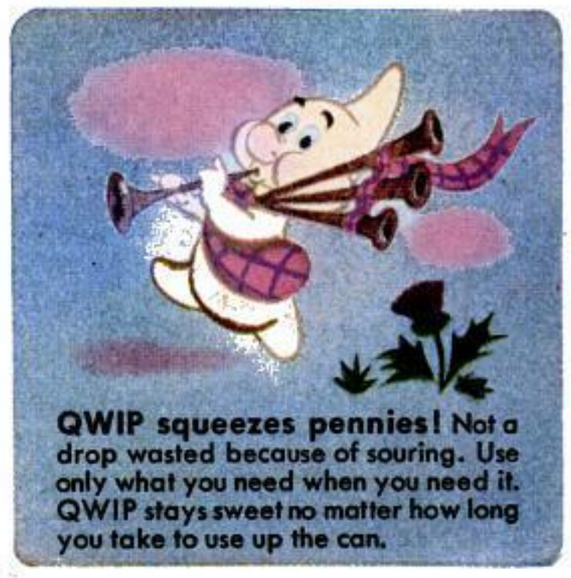
QWIP is dairyland's darling! Nothing phoney about this dessert topping! QWIP is made from pure, sweet cream—as fresh as a morning meadow, as "nature-made" as sunlight!



Play safe! Use QWIP! Don't run the risk of ruining your favorite dessert with a sour topping. Because QWIP is flash-sterilized by a unique dairy process, it is guaranteed not to sour.

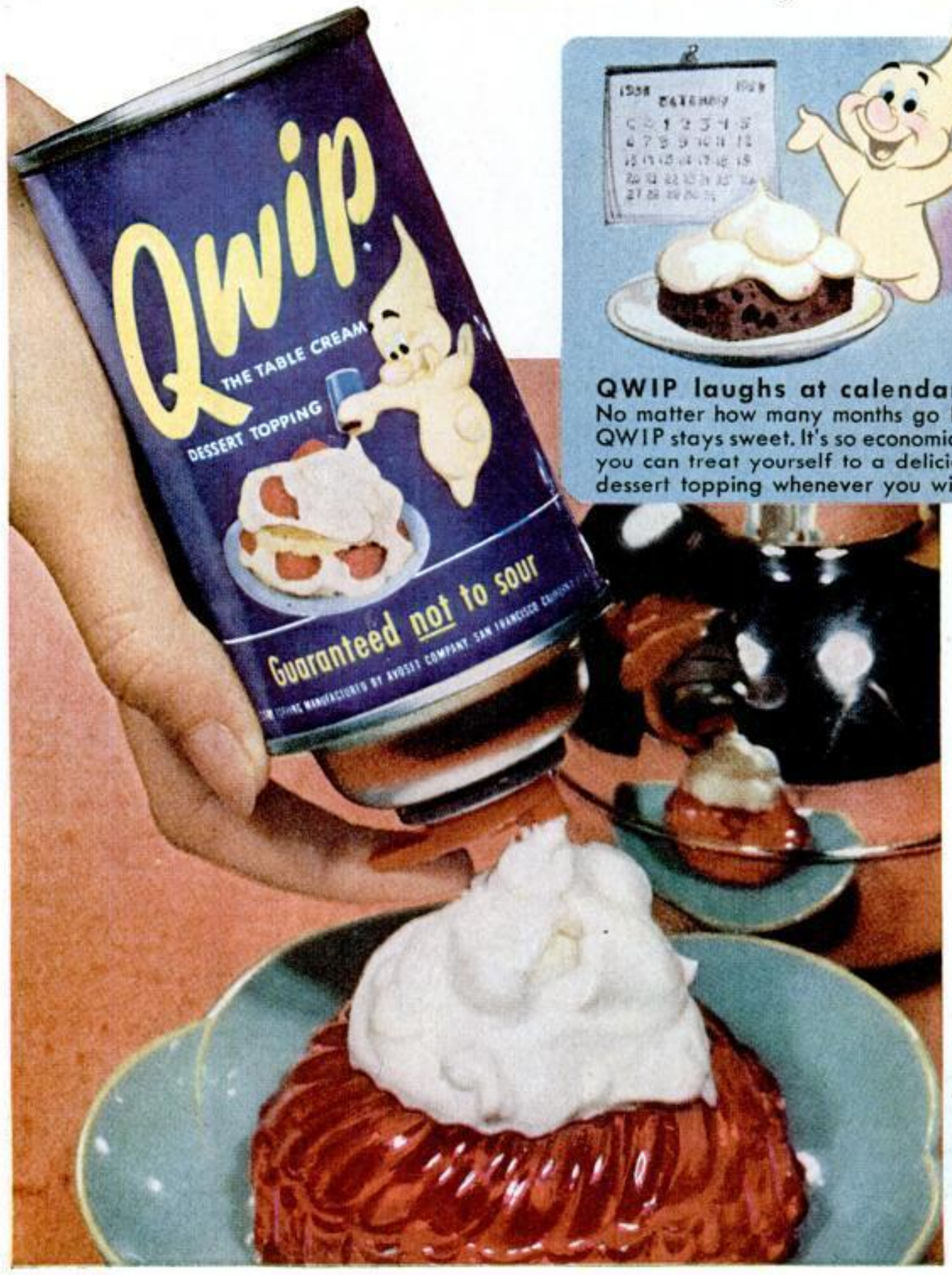


QWIP says phooey to work! No messy bowls, no beating, no dishwashing chores with QWIP. At the touch of your fingertip, it whips to perfection as it leaves the can!



QWIP squeezes pennies! Not a drop wasted because of souring. Use only what you need when you need it. QWIP stays sweet no matter how long you take to use up the can.

You can use some of the can today... some next week... some next month!



QWIP laughs at calendars! No matter how many months go by, QWIP stays sweet. It's so economical, you can treat yourself to a delicious dessert topping whenever you wish!



QWIP loves a party! Just put a can of QWIP on the table at dessert time! Folks love to add their own. It's fun, too... watch how they come back for seconds!



Make every day a holiday! It's so simple to add a festive air to desserts, fruits, or salads with a fancy topping of QWIP. Do it often! Everyone loves QWIP!

Buy QWIP today... use some of it now... use some of it a week from now... a month from now. Remember: QWIP stays sweet till the can is empty!

QWIP is not a "here today, gone tomorrow" perishable!

Buy QWIP today... it's the amazing whipped topping, made from real cream, with a hundred and one uses... a hundred and one reasons for keeping it always on hand!



Qwip®

*Whips at your **fingertip**!*

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A DRIVE ON MENACE OF ABANDONED ICEBOXES



ICEBOX DEATHS like these in St. Paul, Minn. started the national concern which led to drive.

Store swaps turkeys for doors to scrap children's deathtraps

So far this year 27 U.S. children have crawled inside old refrigerators, abandoned in backyards or junk heaps, shut the doors and, unable to reopen them, been buried alive. To reduce this deathtrap game a Sacramento, Calif. chain store recently concocted a really worthwhile publicity stunt. It offered to trade a 12-pound turkey for each old icebox door brought in, anticipating 500 doors.

But within half an hour after opening, the chain had given away 1,000 turkeys. Turkey lovers, too busy to get doors, bought from junk men for $1.50. By midmorning the chain was out 4,000 turkeys worth $25,000 and the management frantically called a halt. Though some customers still in line yelled "crooks," the store could point out it had "wiped out 4,000 deathtraps." Meanwhile a similar campaign had started in Burbank where Boy Scouts prowled after more icebox doors (*next page*).



BIG DEATH'S-HEAD on a refrigerator advertised turkey-for-door swap in a Sacramento store.

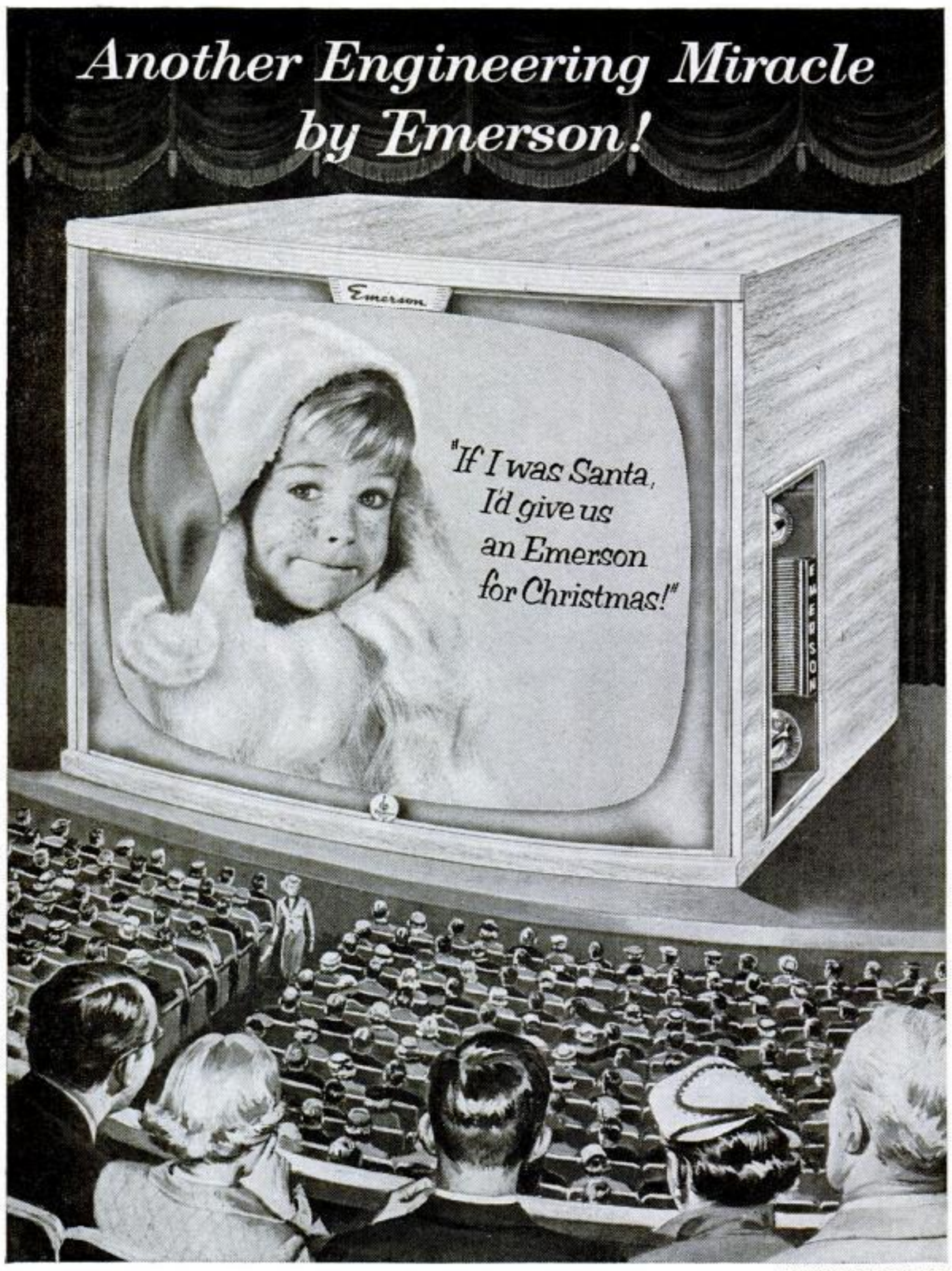


CARRYING REFRIGERATOR DOORS which they will trade for turkeys, customers wait patiently for a Cardinal-Inks store to open. Despite heavy rain and frost during the night some customers were in line at 6 a.m., three hours before the stores opened. Turkeys were given away at 20 of the chain's outlets.

CONTINUED ON NEXT PAGE

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EMERSON 21" SCREEN "SPACE-SAVER" MODEL 740



"PATENT APPLIED FOR"

Now! A TV Picture So Clear, So Deep

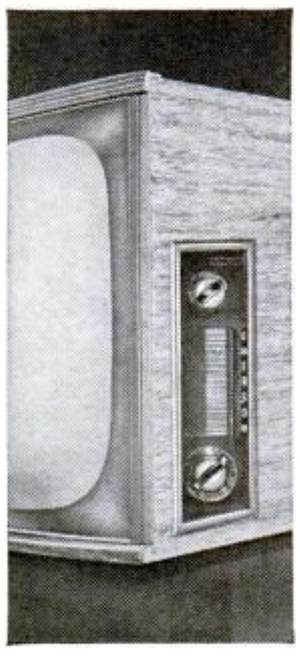
...you'll think you're at the movies!

FOR CHRISTMAS: 21-INCH "SPACE-SAVERS"
The *largest* picture in the most *compact* cabinet! And only Emerson has it!

READY NOW! AMAZING CINEVISION SCREEN!
As radical a TV advance as 3-D is in movies. The *deepest* picture; the highest fidelity to sound in TV history!

SHARP AS A MOVIE, EVEN IN FRINGE AREAS!
Emerson's Dynapower Chassis *blocks out* interference. Miracle Picture Lock holds the picture steady, *all the time!*

READY NOW FOR UHF! BUILT-IN ANTENNA!
Choose from 44 distinctive models, priced as low as... **$149.95**
(Slightly higher in South and West)



THE SECRET!
Emerson's revolutionary *side controls* make the Space-Saver cabinet possible.
The front is all screen! A *full* 21" picture in the slimmest, trimmest cabinet, *ever! All wood,* in blonde, mahogany, and other fine finishes.

Emerson Television and Radio
®REG. U. S. PAT. OFF.

Emerson

EMERSON RADIO & PHONOGRAPH CORP., N.Y., U.S.A.

America's Best Buy! Over 14,000,000 satisfied owners

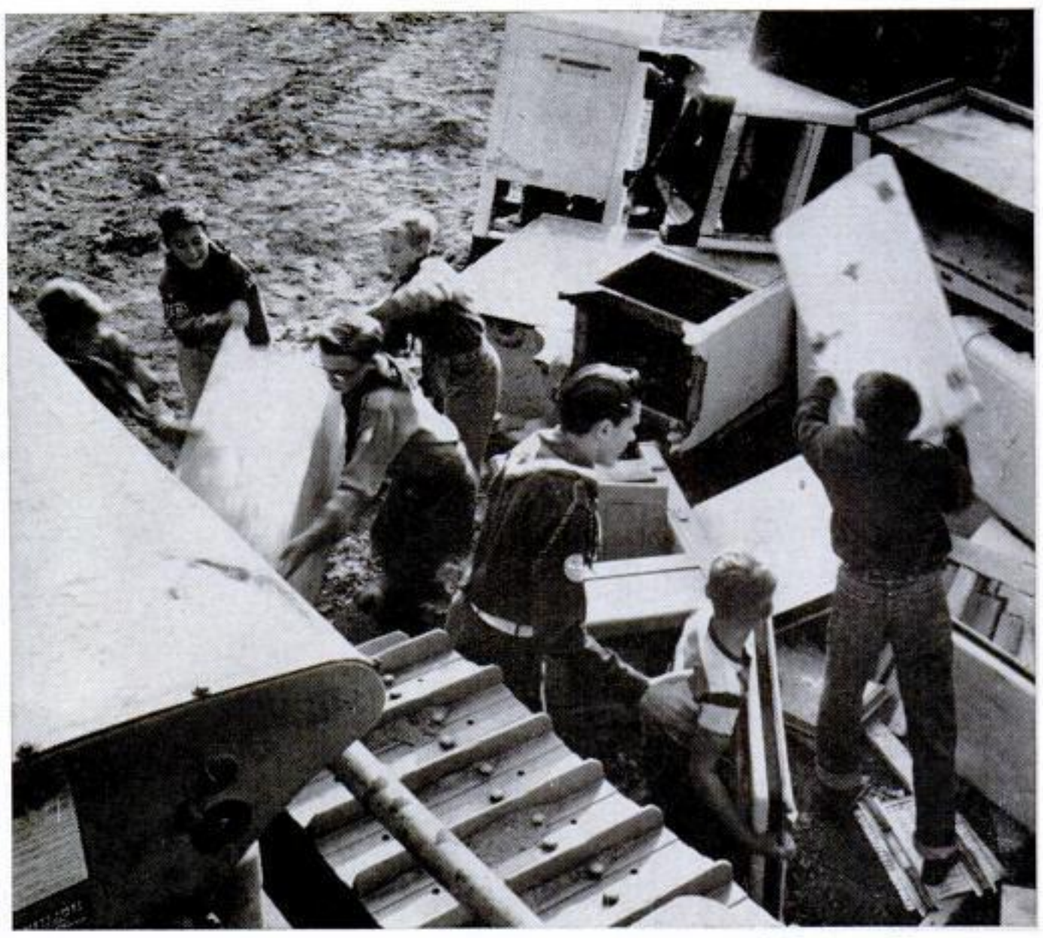
Drive on Iceboxes CONTINUED



ICEBOX IN AN ALLEY had its door turned toward a wall to keep children from crawling in. But Burbank Boy Scouts tagged it as dangerous anyhow.



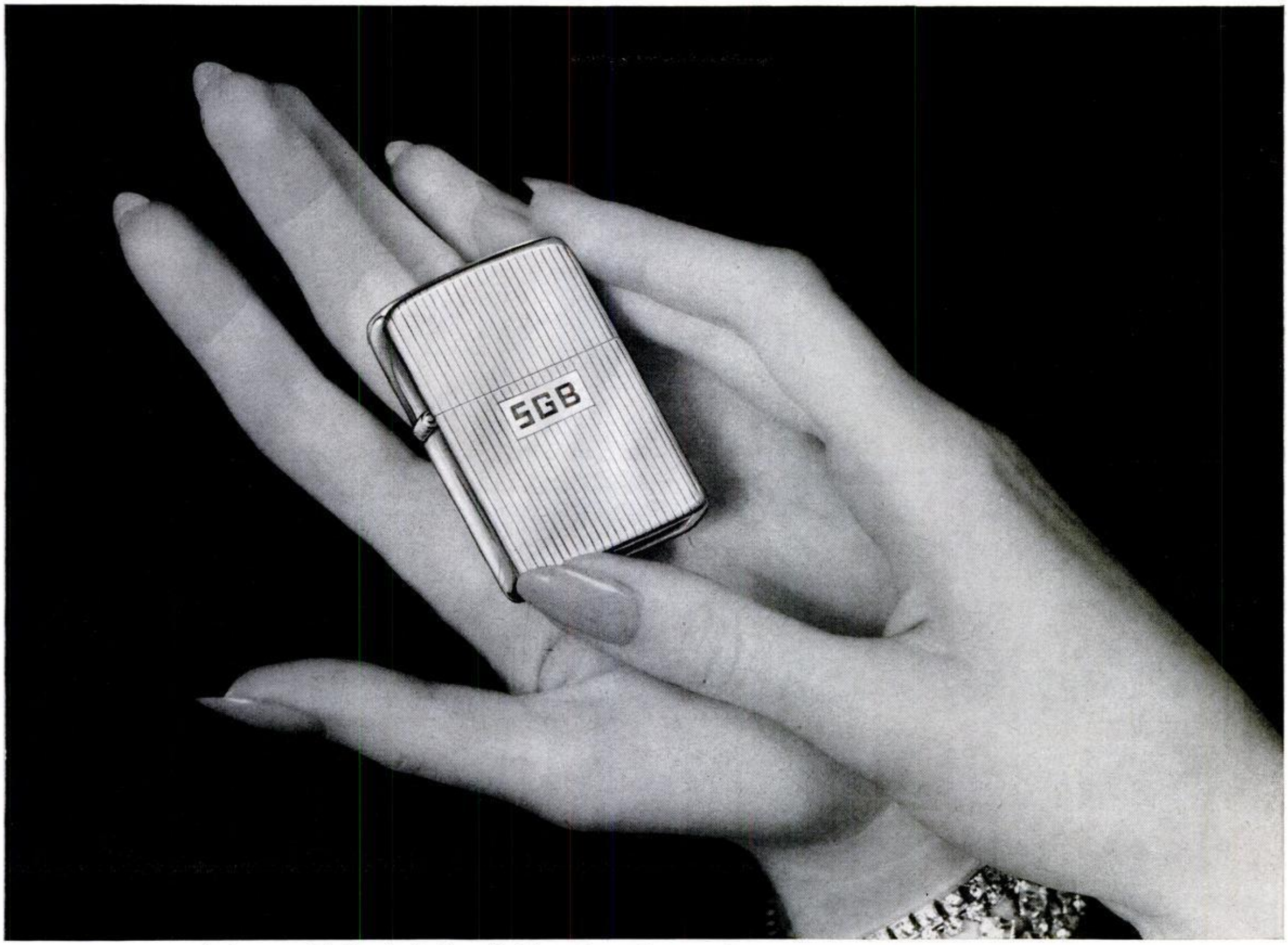
ICEBOX ON A PORCH but not in use was spotted by Scouts, who placed a notice on it telling the householder that city would remove it free of charge.



DANGEROUS ICEBOXES are unloaded from a truck by Boy Scouts into the city dump. Their intensive two-day campaign netted 56 of these deathtraps.

CONTINUED ON PAGE 60

Copyrighted material



A truly sumptuous gift is this sterling silver Zippo, with a delicate engine-turned design executed in perfect taste—sure to be cherished over the years. $24. Other Zippos $3.50 to $210, including tax.

This year say "Merry Christmas" in a way that lasts forever — GIVE ZIPPO

A Christmas gift should be more than a trinket under the tree—admired and then forgotten. A Zippo lighter is a gift that will be used for a lifetime . . . a constant reminder that you thought enough to give the best.

For every man and woman smoker you can select a Zippo to fit a personality, a hobby, a sport, a special taste. Each is a clean-lined example of the best in modern styling.

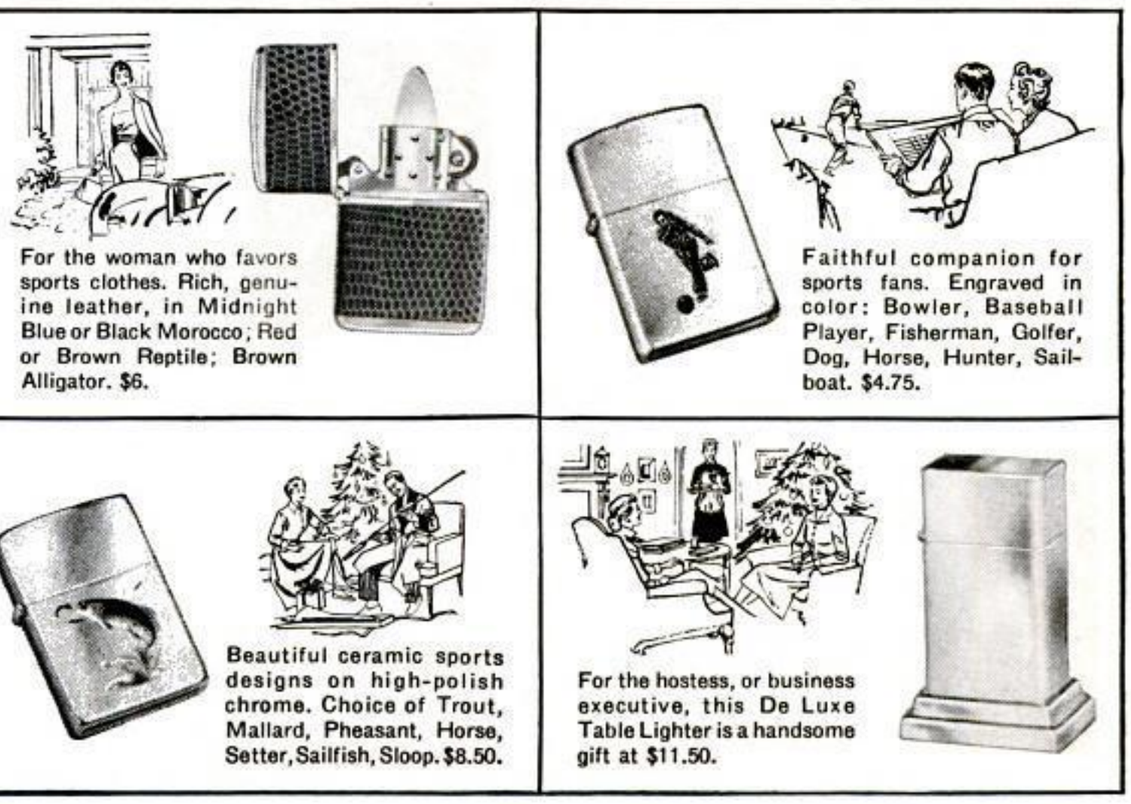
Zippos light always, with an easy, one-zip motion . . . even in wind and rain. Every one is guaranteed to work forever.

Remember—smokers use their lighters more than anything else they own. When you give a Zippo, you give a lifetime of dependable lights.

ZIPPO®

GUARANTEED TO WORK FOREVER

Zippo Manufacturing Company, Bradford, Pa.
IN CANADA: Zippo Manufacturing Co., Canada Ltd., Niagara Falls, Ont.



For the woman who favors sports clothes. Rich, genuine leather, in Midnight Blue or Black Morocco; Red or Brown Reptile; Brown Alligator. $6.

Faithful companion for sports fans. Engraved in color: Bowler, Baseball Player, Fisherman, Golfer, Dog, Horse, Hunter, Sailboat. $4.75.

Beautiful ceramic sports designs on high-polish chrome. Choice of Trout, Mallard, Pheasant, Horse, Setter, Sailfish, Sloop. $8.50.

For the hostess, or business executive, this De Luxe Table Lighter is a handsome gift at $11.50.

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So GOOD for CHRISTMAS



Dogs *do* catch the excitement of Christmas and hope to get a BIG box of MILK-BONE DOG BISCUITS. All the fun of a bone plus chewing exercise and nourishment. Wrap up a package for your pup's Christmas!

MILK-BONE products contain nutrients your dog needs: Vitamins A, B_1, B_2, D and E . . . Meat Meal . . . Milk . . . Fish Liver Oil . . . Wheat Germ . . . Whole Wheat Flour . . . Minerals.



Guaranteed by Good Housekeeping

NATIONAL BISCUIT COMPANY

Nervous or acid indigestion?



There's a medical reason why Bromo-Seltzer works best for upset stomach. Only Bromo-Seltzer contains ingredients that gently soothe nerves and relieve pain fast. Follow the label, avoid excessive use. Buy some today.



SACRAMENTO HAUL, truck loads of icebox doors collected by store chain, is dumped onto a storage lot. The store hopes to get about $750 from junk dealers for the metal in the doors and will give the money to charity.



BURBANK HAUL collected by Boy Scouts is crushed by a bulldozer in the city dump. Since burning would add to the smog, all Burbank trash is dumped into a small canyon, tamped down and then covered with earth.

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A GIFT OF RARE BEAUTY



Grecian Vase, About Fourth Century, B. C.

WHISKEY OF RARE QUALITY

Inspired by an ancient Grecian vase, the OLD TAYLOR Grecian Decanter is truly worthy of "The Noblest Bourbon of Them All." Of rare beauty, it symbolizes the precious bonded bourbon it contains, and the promise of pleasure to come. It is yours to give with pride or receive with pleasure, and costs no more than the standard OLD TAYLOR bottle.

OLD TAYLOR
IN THE GRECIAN DECANTER



OLD TAYLOR *is available in the standard bottle and in the Grecian Decanter where regulations permit. The price is the same for each.*

KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF • BOTTLED IN BOND • THE OLD TAYLOR DISTILLERY CO., FRANKFORT, KY.

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ATATURK'S COFFIN RESTS ON THE MARBLE STAIRWAY LEADING FROM THE INNER COURT TO THE MAUSOLEUM WHILE TURKEY'S LEADERS PAY HIM TRIBUTE

HERO'S SHRINE

15 years after his death, Ataturk is entombed on an Ankara hill

On Nov. 10, 15 years after his death, Mustafa Kemal Ataturk, the tough, hard-drinking soldier who picked a defeated and demoralized Turkey up by the scruff of the neck in 1919 and transformed it into a modern, vigorous country, was finally laid to rest in a gigantic monument atop the highest hill of Ankara. He had driven out the sultan, knocked the fezzes off the men's heads and allowed women to take off their veils. In death his memory guides the conduct of the nation's affairs. His portrait—frowning, the eyes staring from under bristling eyebrows, the mouth clamped tight—adorns all walls. To the Turks he is alive. Watching near the new mausoleum, an old soldier said, "I was on active duty during his funeral when I shed bitter tears. Today I am not sad, for 15 years have taught me Ataturk will never die."

CONTINUED ON PAGE 64

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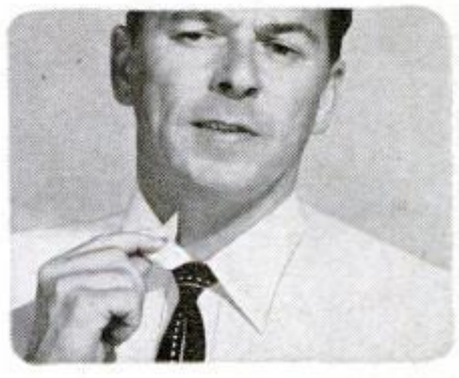
"The neatest Christmas gift of all!," says Ronald Reagan



You can twist it...



You can twirl it...



You can bend it...



You can curl it...



The new
revolutionary collar on

Van Heusen Century shirts won't wrinkle... ever!

RONALD REAGAN starring in Universal International's "LAW AND ORDER," Color by Technicolor

THE Van Heusen Century is the *only shirt in the world* with a soft collar that *won't wrinkle . . . ever!* It fits smoothly always, without starch or stays.

Soft as a fine handkerchief, and as easy to launder—because the fold-line is *woven in.* Just iron the collar flat, flip it, and it folds perfectly every time.

Also, it gives you up to *twice the wear* of ordinary shirts. Whites, **$3.95.** Super-fine Whites and colors, **$4.95.** Tie shown: Van Heusen Shirt-Mate, **$1.50.**



Van Heusen Century shirts

Phillips-Jones Corp., New York 16, N. Y., Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Underwear • Swimwear . . . *and the famous Van Heusen Century Shirt with the soft collar that won't wrinkle ever.*

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Seal in All Your Horse-power

with the
Veedol High-Detergency
"Film of Protection"



Keep all the horsepower engineered into your modern engine! Seal in all the power your car can deliver . . . with the famous VEEDOL High-Detergency "Film of Protection."

This great new motor oil resists blow-by . . . *seals in* horsepower! Its detergent properties hold contaminants in suspension . . . your engine drains cleaner. It forms a protective anti-corrosion film on metal surfaces, to fight the ravages of acid "engine sweat." And only 100% Pennsylvania crude oils go into VEEDOL High-Detergency!

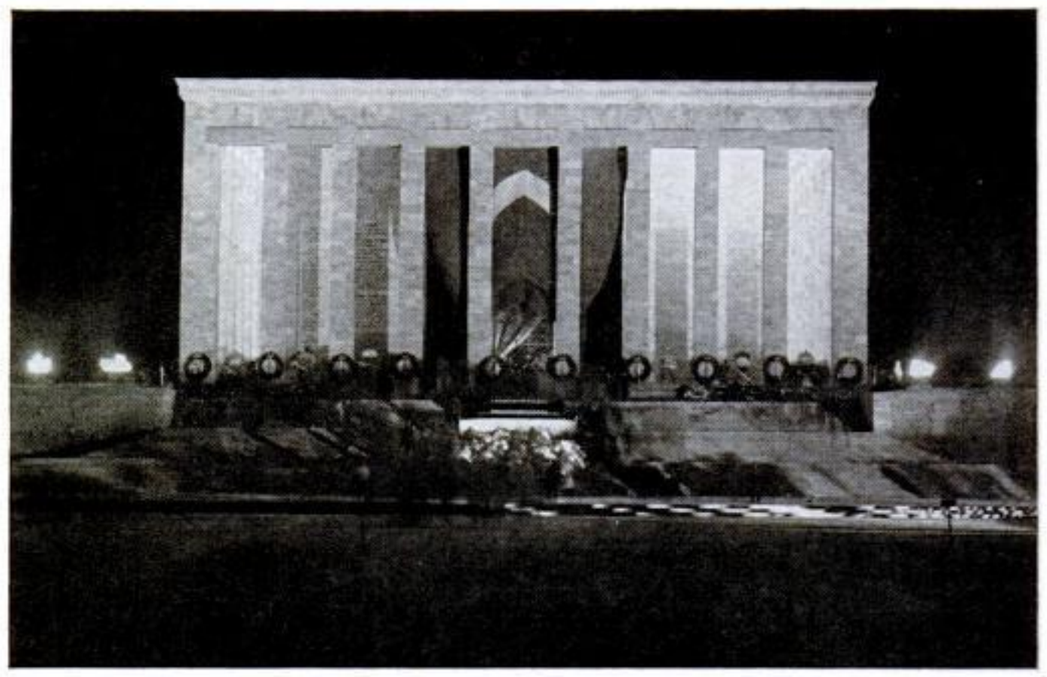
So *keep* all your horsepower! Seal in the great performance built into your engine. Drain and refill the crankcase with VEEDOL High-Detergency motor oil *every* one thousand miles.



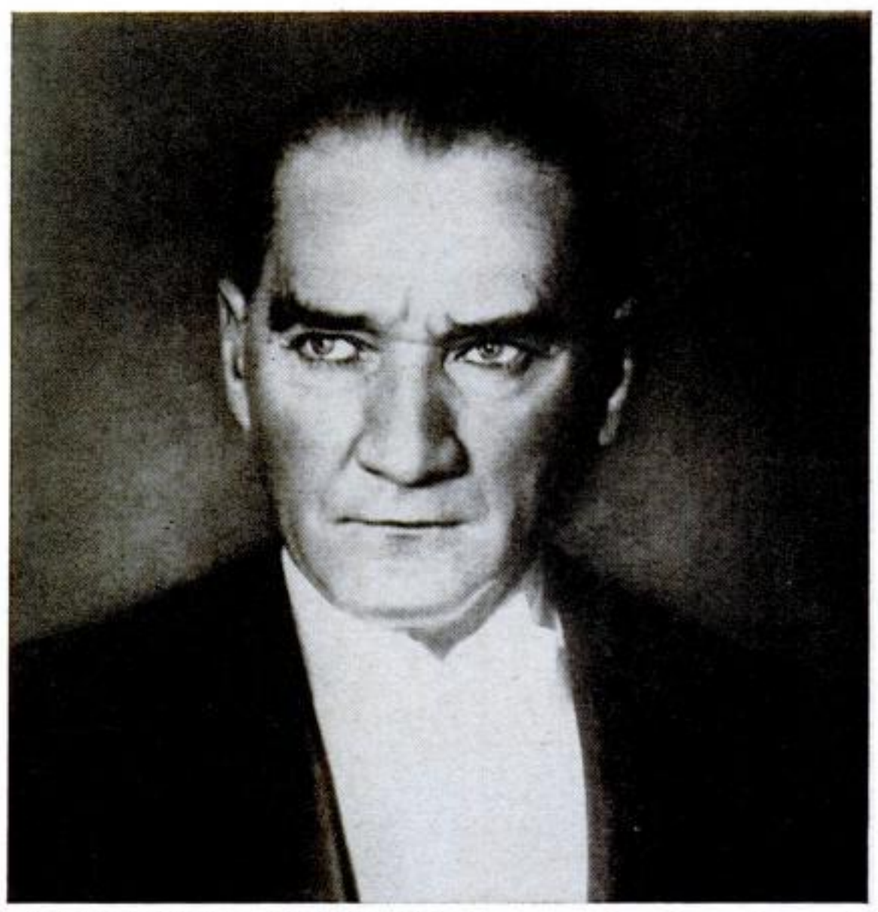
TYDOL

TIDE WATER ASSOCIATED OIL COMPANY
New York Tulsa San Francisco

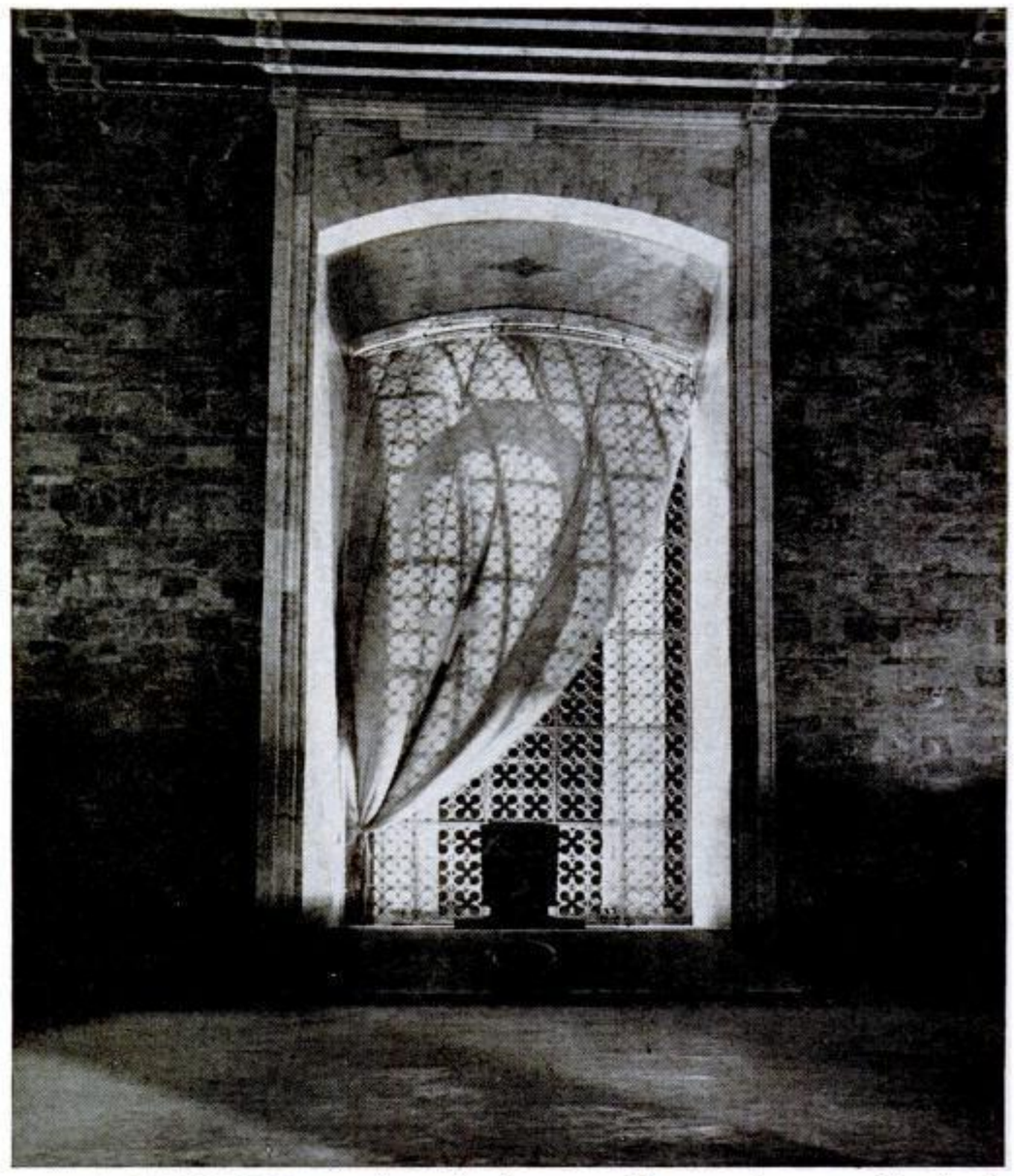
FEDERAL FLYING A TIRES



BY NIGHT flaming torches flank the floodlit mausoleum. This building and its court and various parks cost $7 million, cover an area of 150 acres.



THE REVERED PRESIDENT is remembered as stern and commanding. Often brutal and cynical, he had faith in Turkey.



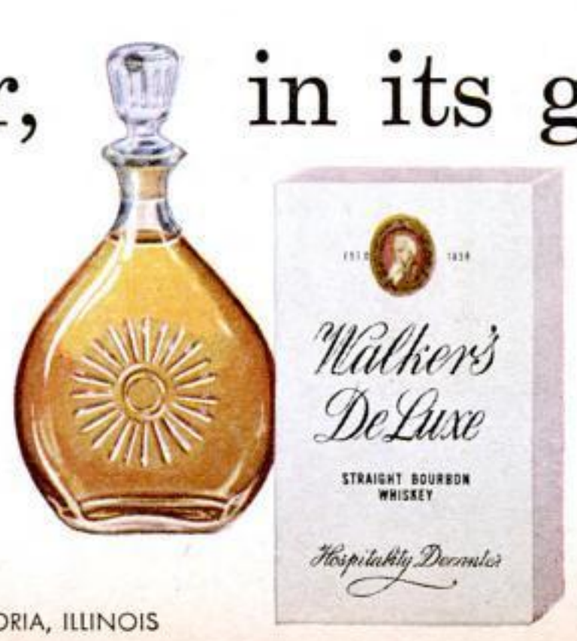
ROOM OF HONOR contains only the general's sarcophagus made of red, black and white Djeyhan marble. The Turkish flag flutters in the window.

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The Hospitality Decanter makes Walker's DeLuxe an even more elegant gift!

It's Walker's DeLuxe, sir, in its gift decanter

A gift of Walker's DeLuxe carries with it a great compliment. For this is Hiram Walker's finest straight bourbon – 6 years old, 90.4 proof – a truly elegant whiskey. And now its elegance is accented by the handsome new Hospitality Decanter shown above. May we suggest Walker's DeLuxe in its new Decanter for your own entertaining as well?



The full distinction of the Hospitality Decanter is revealed by removing the label. There is no extra charge for Walker's De Luxe in Decanters, but we suggest you order early, since the number is limited.

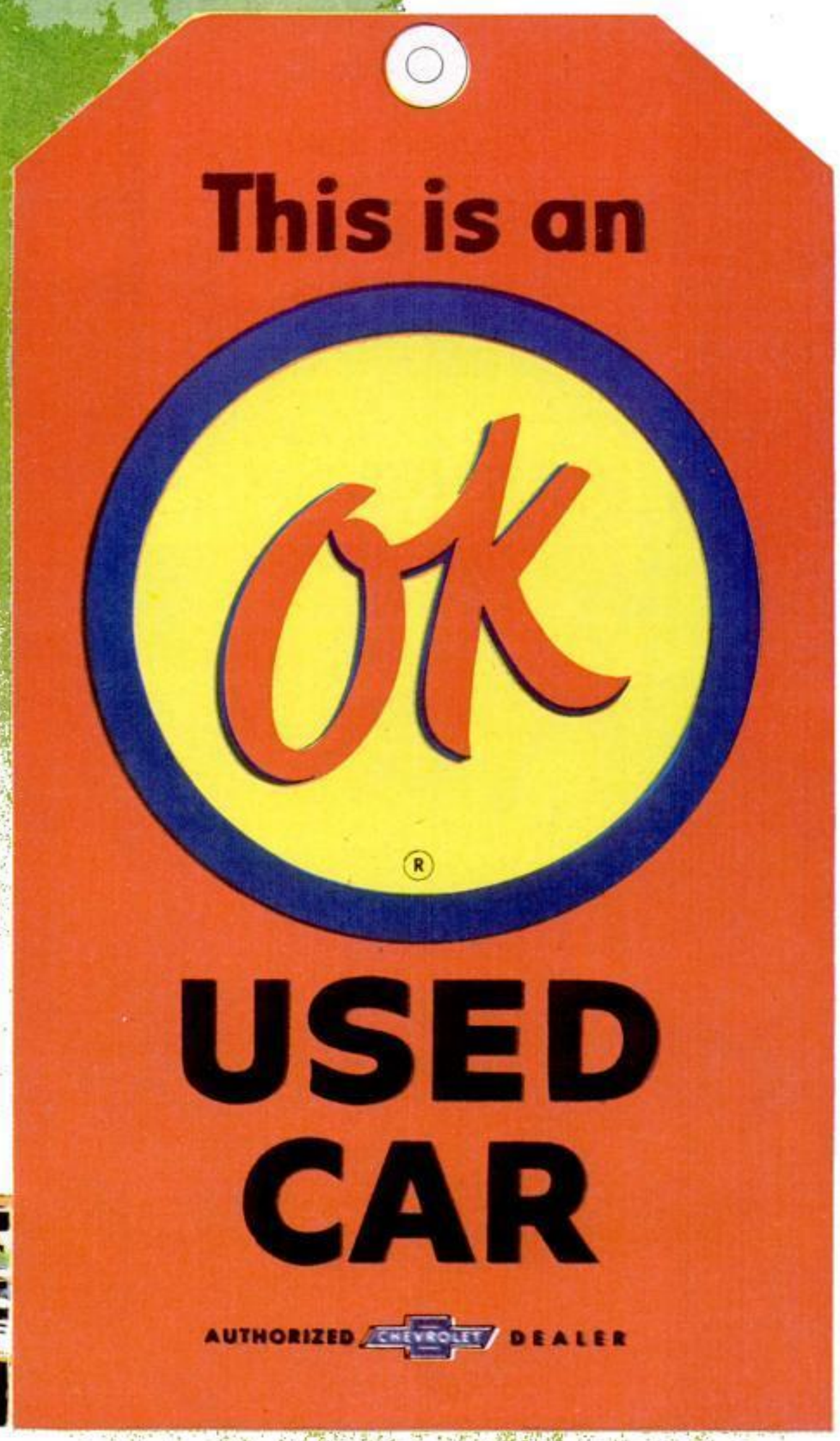
STRAIGHT BOURBON WHISKEY. 6 YEARS OLD. 90.4 PROOF. HIRAM WALKER & SONS INC., PEORIA, ILLINOIS

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Here's your Buy-Guide to the best in Used Cars

exclusive with Chevrolet Dealers





Here's the easy, thrifty answer for *anyone* who wants a good, late model car without paying new-car prices.

For you can buy an *OK* Used Car with confidence. The OK Tag tells you it's been thoroughly inspected and reconditioned by your Chevrolet dealer. You know it's a good, honest value backed by your Chevrolet dealer's written warranty. And you know your Chevrolet dealer is a responsible businessman whose present and future success depends on satisfied customers.

Only Chevrolet dealers offer you OK Used Cars. And only their best used cars carry the OK Tag.

So let the OK Tag guide you to the car you've been looking for. Maybe it's for your own personal or business use. Maybe it's the *second* car your family has been needing and wanting to solve a lot of problems about who gets the car—and when.

Because Chevrolet dealers sell the most new cars, they can offer you the widest selection of late-model used cars. Drop in and look them over. You can count on finding the model you want . . . and you can count on thousands of comfortable, dependable and enjoyable *un*-used miles in the OK Used Car you buy.

6 Ways Better



1 Thoroughly Inspected



4 Reconditioned for Value



2 Reconditioned for Safety



5 Honestly Described



3 Reconditioned for Performance



6 Warranted in Writing

See Your Chevrolet Dealer for All Your Automotive Needs

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HOMER WITH HAMMER HEADS UP MOUNTAIN TO SMASH TEN COMMANDMENTS FOLLOWED BY POLICE WHO CAME TO SEE IF HE WOULD CARRY OUT THREAT

'. . . AS MOSES DID'

Sect leader tries to break brother's concrete Ten Commandments

In the beginning, in 1903, there was only one Church of God, a fundamentalist sect founded by A. J. Tomlinson on top of a mountain near Murphy, N.C. On the side of the mountain Tomlinson's flock sketched in lime the Ten Commandments. In 1943 Tomlinson died and the church was soon sundered, one part led by the founder's eldest son, Homer, the other by the younger son Milton. Milton took over the church's mountain and remade the Commandments in concrete letters six feet high. Homer had moved his own headquarters to New York City but brooded over his brother's "desecration" of the mountain. Recently he said, "I shall have to destroy the Ten Commandments . . . as Moses did" when he found his brother Aaron worshiping the golden calf. With a hammer Homer set out for Milton's mountain.



HOMER HEFTS 12-POUND HAMMER IN FRONT OF HIS BROTHER'S CHURCH→

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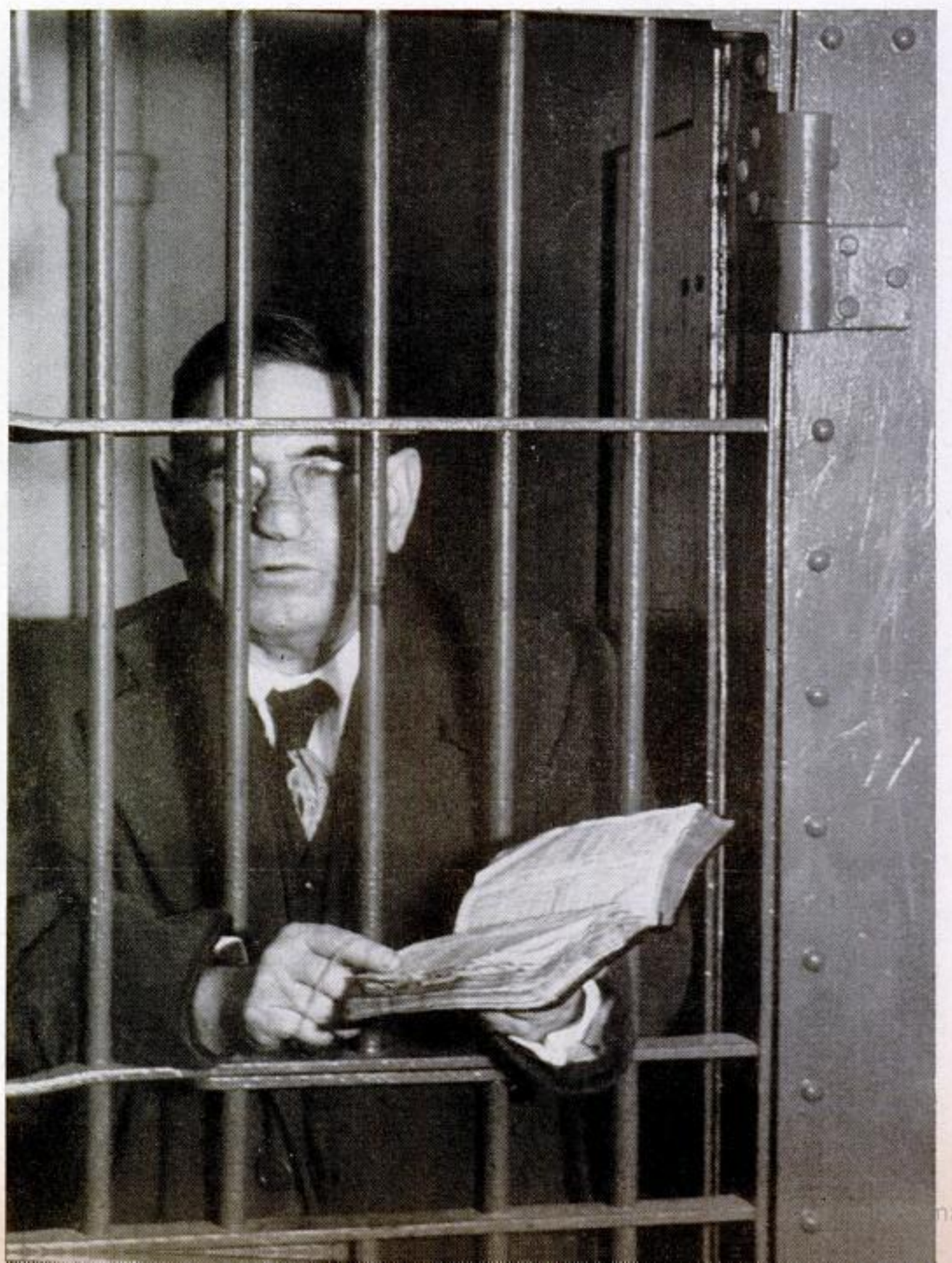
IN PRELIMINARY ACT Homer (*right*) lifts a Commandment tablet before his march to mountain.

IN RIGHTEOUS FURY Homer pounds broken tablet to bits in front of his brother's headquarters.





SAD DUTY is performed by Homer (*left*) confronting brother to depose him as sect leader. "I still love you," he said, "but I can't see you go into idolatry."



SADDER END comes for Homer who was jailed after chipping a letter of the Eighth Commandment. →

material

The pause that refreshes

Drink
Coca-Cola
REG U.S. PAT. OFF.

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Cover it with glory

with this livelier catsup



You'll like the handy screw cap . . . so easy to open and close.



Del Monte
BRAND
Catsup

the only catsup made with

Pineapple *distilled* **Vinegar**

—the superlative vinegar that brings out the best in catsup flavor

Try these other famous DEL MONTE Tomato Products, too!

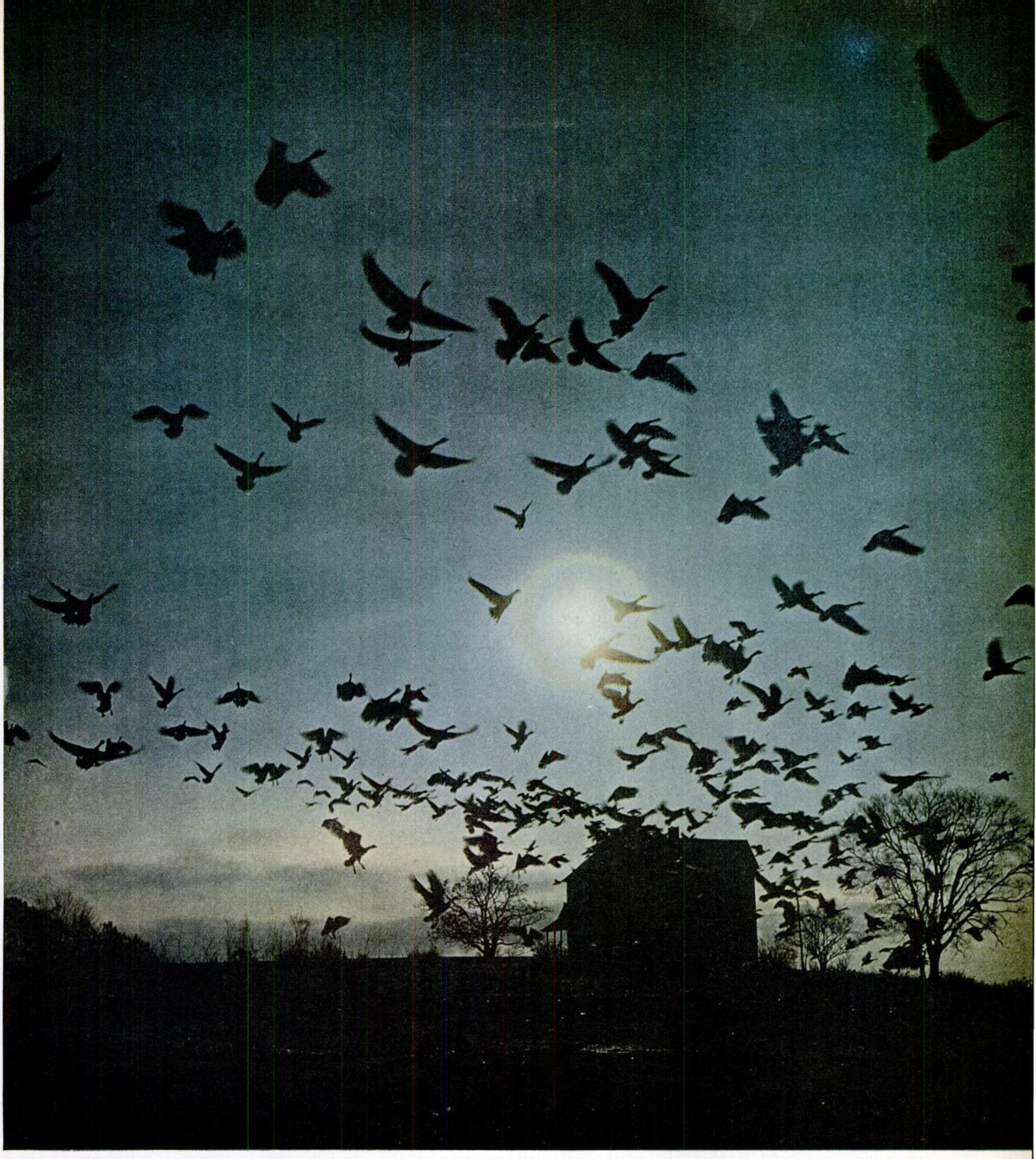
Tomato Sauce
Stewed Tomatoes
Chili Sauce
Tomato Juice

✓ All catsups alike? Indeed *not!*

✓ DEL MONTE is the one (and the only one) made with Pineapple Distilled Vinegar. This remarkable vinegar works magic with ripe tomatoes and fine spices…coaxing out their best and liveliest flavor.

✓ And as your complete guarantee of quality there's your trusted old friend, the DEL MONTE label.

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WILD GEESE FROM THIS YEAR'S FLOCK OF 10,000 FLY UP OVER MRS. GADDY'S HOMESTEAD IN NORTH CAROLINA ON THEIR WAY TO A MEAL IN THE CORNFIELDS

GEESE GUESTS

A Carolina farm plays winter host to thousands of wild fowl

For thousands of wild Canada geese a fishpond on the Gaddy farm in Ansonville, N.C. is regular winter quarters. Every October since James Gaddy decided 19 years ago to give up hunting geese and shelter them instead, he—until his death last winter—and now his wife have been host to increasingly huge flocks of migratory wild fowl. Although the feathery guests get free run of wheat and cornfields planted for them, Mrs. Gaddy supplements their diet by scattering 140 bushels of shelled corn and 400 loaves of stale bread at pond's edge every week. She meets expenses for her refuge by charging visitors 25¢ admission. In April, when geese go north again, Mrs. Gaddy complains, "It's so quiet around here it hurts."

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Great days coming—the time is nigh



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to double and triple the family supply!

Take home 24 bottles

Buy 7-Up by the case. Or get the handy 7-Up Family Pack . . . easy-lift center handle . . . easy to store. Buy 7-Up wherever you see those bright 7-Up signs!



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DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON

WITH THE GENUINE CORK TIP



MRS. REEVES WETHERILL, charming young member of Philadelphia society. Discriminating in her choice of cigarettes, Mrs. Wetherill says: "Cartons of Herbert Tareyton make such welcome gifts in their special Christmas wrapping."

Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cork tip can give. The cork tip doesn't stick to the lips . . . it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.

THERE'S SOMETHING ABOUT THEM YOU'LL LIKE

Copr., The American Tobacco Company

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CAPTAIN QUEEG (LLOYD NOLAN) BOASTS OF HIS "CLEAN RECORD" TO DEFENSE ATTORNEY GREENWALD (HENRY FONDA)

'THE CAINE MUTINY COURT MARTIAL'

Climactic section of Wouk best seller is turned into tense drama of the despotic, neurotic Captain Queeg

From his celebrated novel of World War II, *The Caine Mutiny*, Author Herman Wouk has picked out the trial scene and expanded it into a drama called *The Caine Mutiny Court Martial*. After a West Coast opening, the show has been working its way east to Broadway, mostly in one- or two-night stands through 60 cities, playing any kind of hall where its busload of simple courtroom props can be set up.

Produced by Paul Gregory (*Don Juan in Hell*), the play has almost no action but makes up for it by an eloquent script, suspense and good acting. An all-male cast headed by Henry Fonda, Lloyd Nolan and John Hodiak unfolds the story of Captain Queeg, who commanded a destroyer in the South Pacific. At first Queeg is a smug witness at the court martial of Executive Officer Maryk, who thought his captain incompetent and ousted him from the ship's bridge during a typhoon. But at the end Maryk's trial becomes Queeg's tragedy.

CAPTAIN QUEEG SITS IN WITNESS BOX BEFORE SEVEN MEMBERS OF A U.S. NAVAL COURT MARTIAL HELD IN SAN FRANCISCO



CONTINUED
ON NEXT PAGE

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ARTHUR GODFREY says:

It's "Kleenex Tissue Time"

-keep a box in every room in your house!

Listen to ARTHUR GODFREY TIME — Daytime program, CBS Radio—TV

SO HANDY FOR HEAPS OF PARTY USES!

ONLY KLEENEX SERVES ONE-AT-A-TIME, ENDS WASTE, SAVES MONEY

KLEENEX

KLEENEX TISSUES

KEEP KLEENEX ON THE NIGHT STAND —SAVES FUMBLING IN THE DARK!

AH-CHOO!

MOM ALWAYS PACKS ORNAMENTS IN KLEENEX★— SAVES BREAKING 'EM!

MEET "THE TISSUE THAT MEETS YOU HALFWAY" displayed at your favorite store today!

LITTLE LULU by Marge

SOFT! STRONG! POPS UP!

★T.M. REG. U.S. PAT. OFF.

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AT FIRST QUEEG HAS IT EASY



THE ACCUSED is Lieutenant Maryk (John Hodiak, *right*), being tried for seizing Queeg's command on the U.S.S. *Caine*. Maryk is upset because mild tactics of his counsel, Lieutenant Greenwald (*center*), seem to favor Queeg.



A VILLAIN is Lieutenant Keefer, an ambitious novelist who tries to manipulate human lives. On the U.S.S. *Caine* he subtly convinced Maryk that Queeg was not just stupid but mentally unbalanced and a menace to the crew.



A FRIGHTENED WITNESS is young Signalman Urban who is being questioned by the judge advocate, Challee. Urban comically testifies that Queeg fussed over petty details like shirttails, but his evidence is not damaging.

CONTINUED ON PAGE 79

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HOLIDAY BUFFET, painted especially for Ballantine Beer by Frederick Siebel

The gay and festive season's here,
The happiest of all the year.

The wreaths are up, the holly's bright...
The Ballantine is chilled just right;

So fill the glasses all around,
The finest beer we've ever found...

With deep-brewed flavor that chill can't kill.
Enjoy it once—and you *always* will!



BALLANTINE BEER

—with the Flavor that chill can't kill!

Since 1840

P. Ballantine & Sons, Newark, N. J.

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The same to you... and many of 'em!

Three-flavored fun * from Mars' sunlit kitchens—the best liked chocolate-covered candy bar in all the world . . . Milky Way.



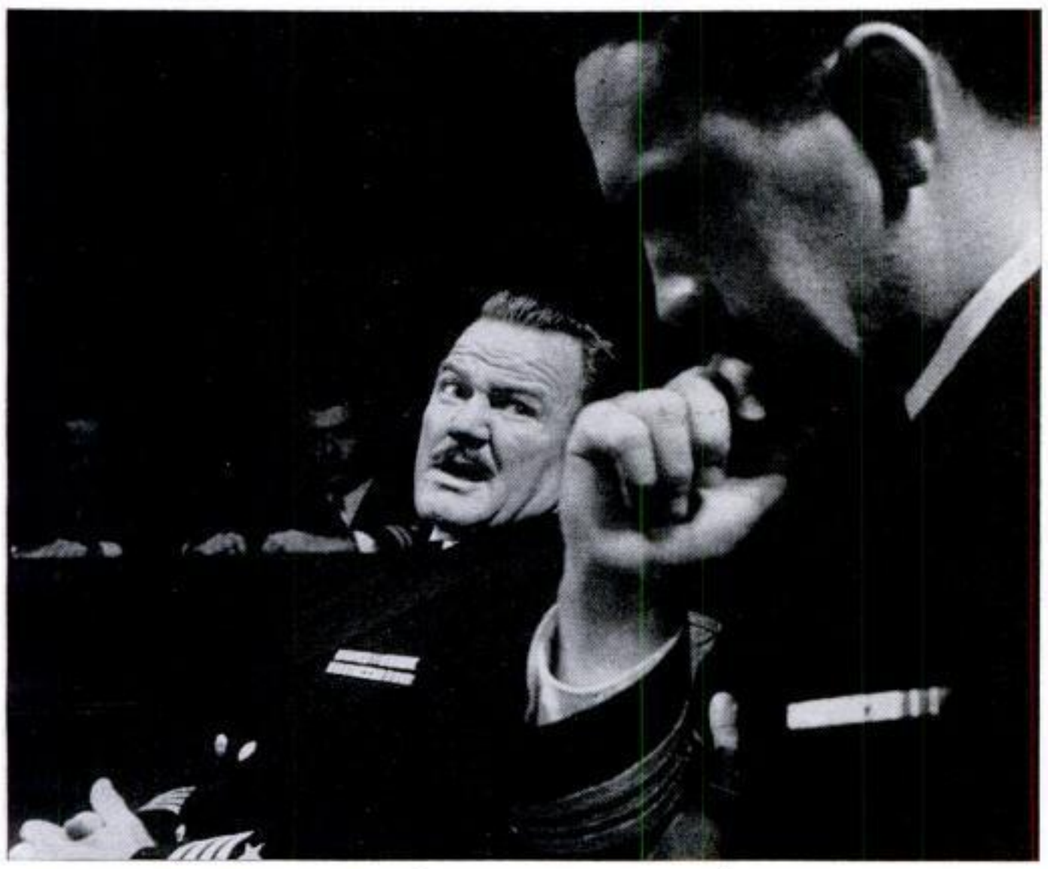
* { *1. Rich milk chocolate*
2. Golden caramel
3. Creamy chocolate malted milk nougat }

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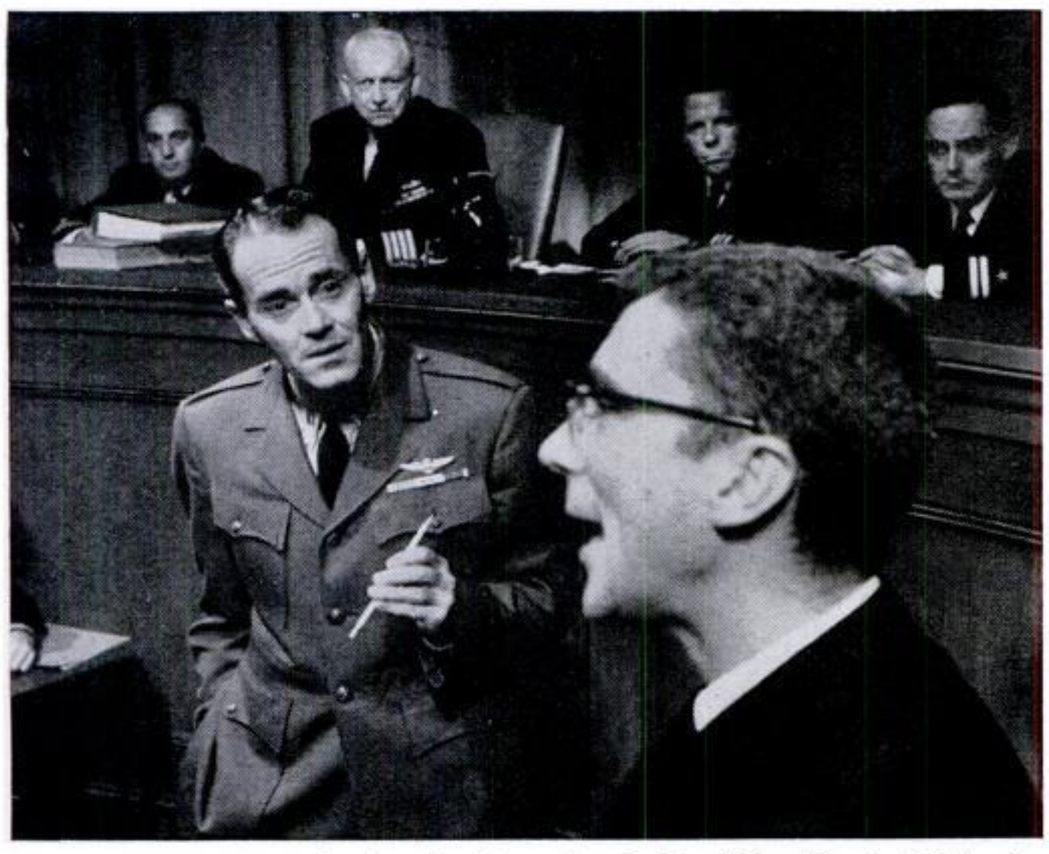
THEN TIDE TURNS AGAINST HIM



ACCUSATIONS pour from Lieutenant Keith (Charles Nolte) who accuses Queeg of cowardice, says, ". . . he repeatedly ran from shore batteries . . . maltreated the men . . . was a petty tyrant . . . extorted $100 from me."



JUSTIFICATION of Maryk's allegedly mutinous act comes from Captain Southard, who is called to testify as a shiphandling expert. He finally admits that Queeg's stubborn tactics in the typhoon were not good seamanship.

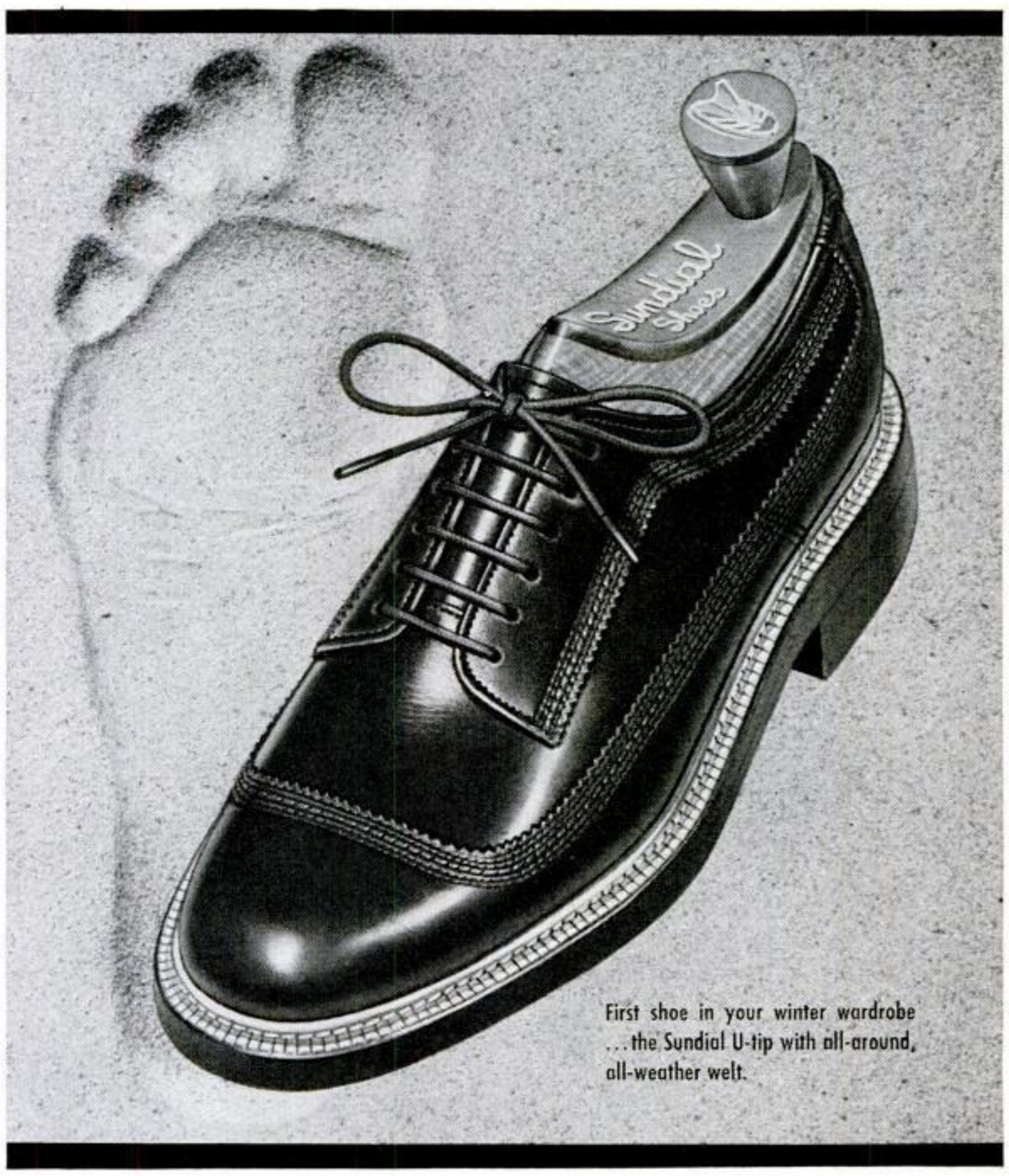


FINAL EVIDENCE is given by the pedantic Naval Psychiatrist Bird, who concedes that Captain Queeg "has an obsessive personality with paranoid features," and, "like a vast number of seemingly healthy people, is sick."

CONTINUED ON NEXT PAGE

Sundial Shoes

. . . comfort-crafted
to fit your footprint!



First shoe in your winter wardrobe . . . the Sundial U-tip with all-around, all-weather welt.

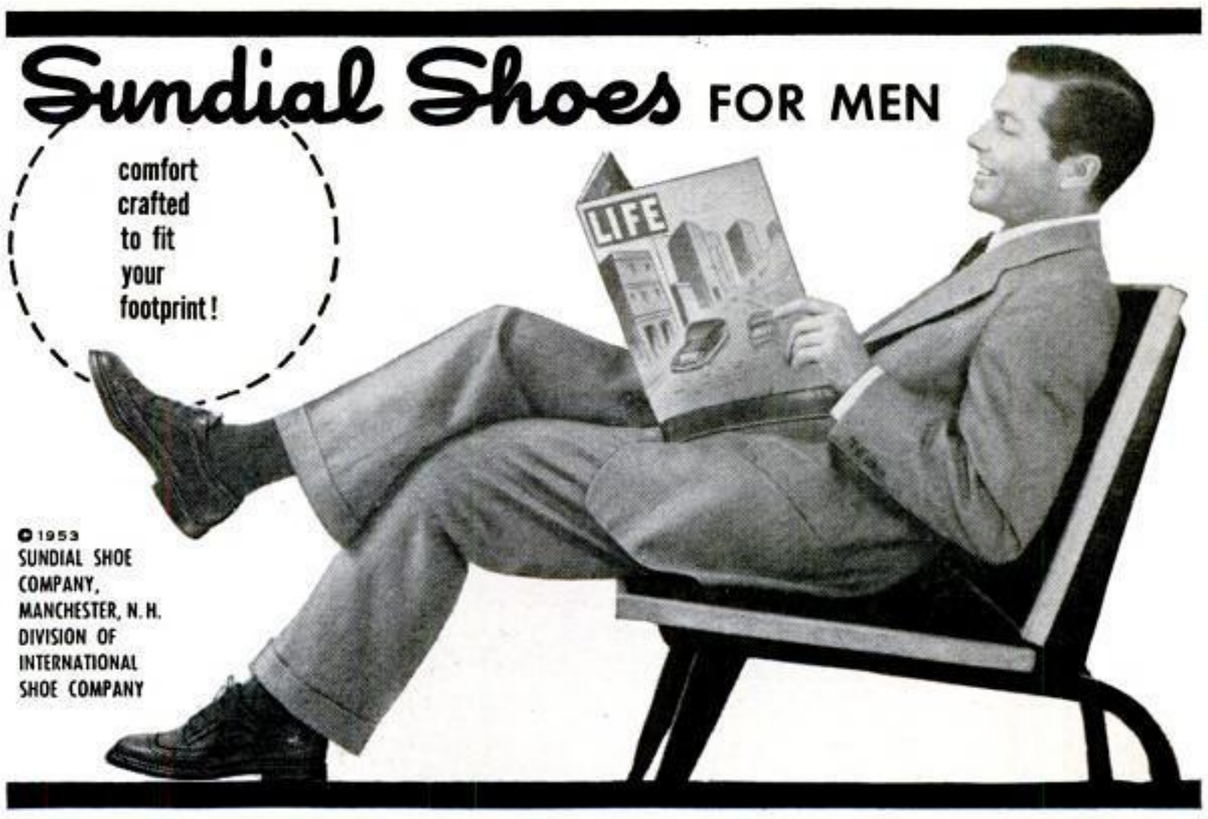
Sundial Shoes are crafted to favor the vital comfort areas . . . follow the normal lines of your footprint.

Yes, Sundial Shoes are so comfortable you'll forget all about changing to slippers at the end of the day.

You'll Like Sundial Prices, Too!
$8.95 to $14.95
At better independent stores

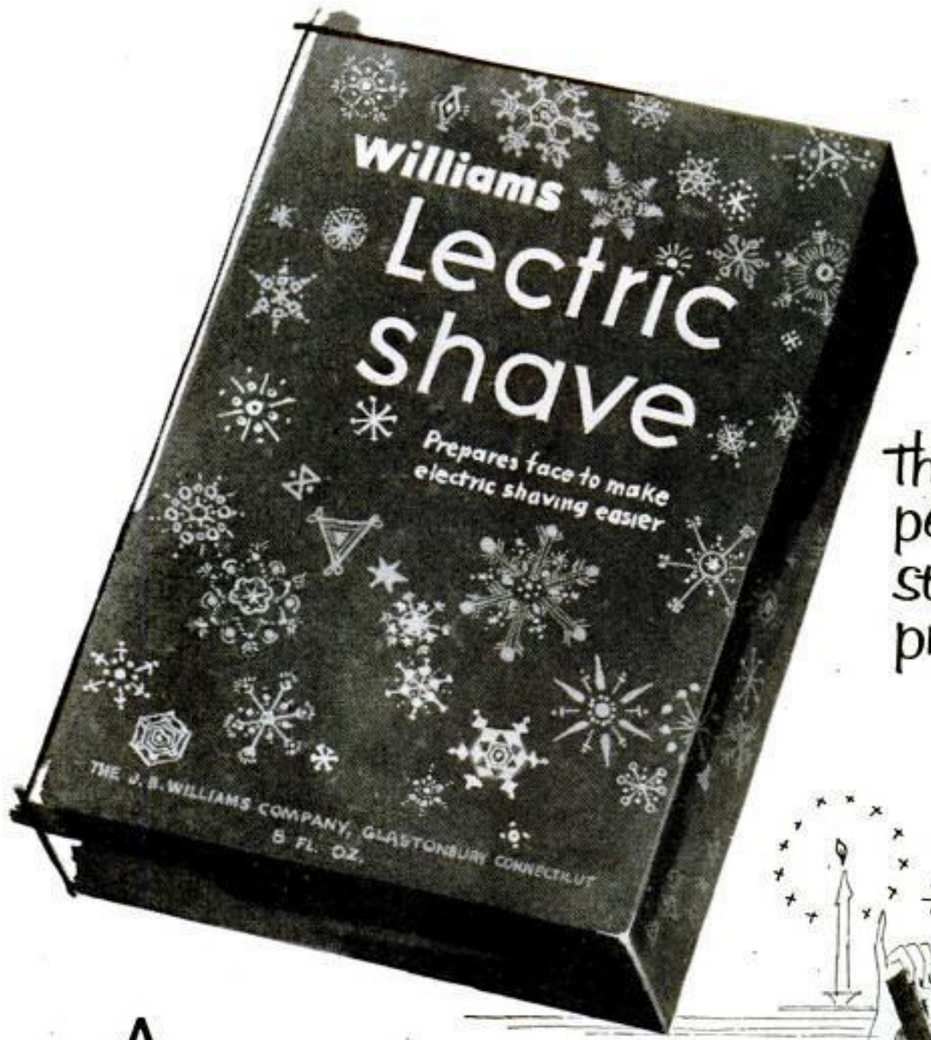
Sundial Shoes FOR MEN

comfort crafted to fit your footprint!



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the perfect stocking present



A **new** and wonderful **before** shave lotion

Makes any electric razor work better!

Introduce *your* man to this wonderful before-shave lotion on Christmas Day—and he'll bless you 365 mornings a year!

Tests by thousands of men have proved that using Lectric Shave regularly makes electric shaving a real success.

It improves the shaver's performance! Speeds up shaving! Cuts drag and discomfort!

Lectric Shave is applied *before* shaving! Its remarkable three-way action:

1. Evaporates the sticky perspiration that clogs up and slows razors.
2. Lubricates skin to eliminate "shaver drag" and allow cooler, more comfortable shaving.
3. Softens whiskers so that the electric shaver can cut them off quickly, cleanly, closely.

Lectric Shave also lubricates the cutting parts of the razor. And it can be used with any make of electric shaver.

Buy it in the handsome Christmas carton at any drug or toiletgoods counter. One bottle lasts for 80 shaves. Put Lectric Shave on your shopping list—today!

Read what delighted users say

"With Lectric Shave, I shave much closer and faster—and get a cooler, more comfortable shave in the bargain," *reports F. Ensminger, Jr., Newark, N. J.*

"Gave me wonderful results," *says L. W. Meyers, Philadelphia, Pa.* "With the first application of Lectric Shave, I got a faster, smoother shave and my face felt refreshed."





COLLAPSE OF QUEEG, who realizes his career in the Navy is over, comes just before Lieutenant Maryk (*right*) is acquitted, thanks to Greenwald's defense, which proved in the end to be skillful and convincing. But Greenwald, who reluctantly took on the equivocal case, takes no heart in seeing a man ruined—even so stubborn and wrongheaded a man as Captain Queeg.

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Christmas Cheer by the pauful!

Look at that crackly-gold glaze . . . just waiting for the touch of a knife to uncover the tender pink slices. Did *anything* ever say, "Come and get it!" so *festively?* It's *Swift's Premium Ham* . . . America's *favorite*. And here's why:

Swift selects and sugar-cures only the finest hams from tender grain-fed porkers . . . s-l-o-w-l-y smokes them over fragrant hardwoods. Nothing's too much trouble, no detail too small to make sure *every* Swift's Premium Ham is worthy of Christmas dinner at *your* house!



What a *heart-warming* gift!

So sure to be welcome in any of these 4 styles . . .



UNCOOKED FULLY COOKED FRUITED CANNED

Swift's Premium Ham

Tune in
Don McNeill's Breakfast Club
ABC—Weekday mornings

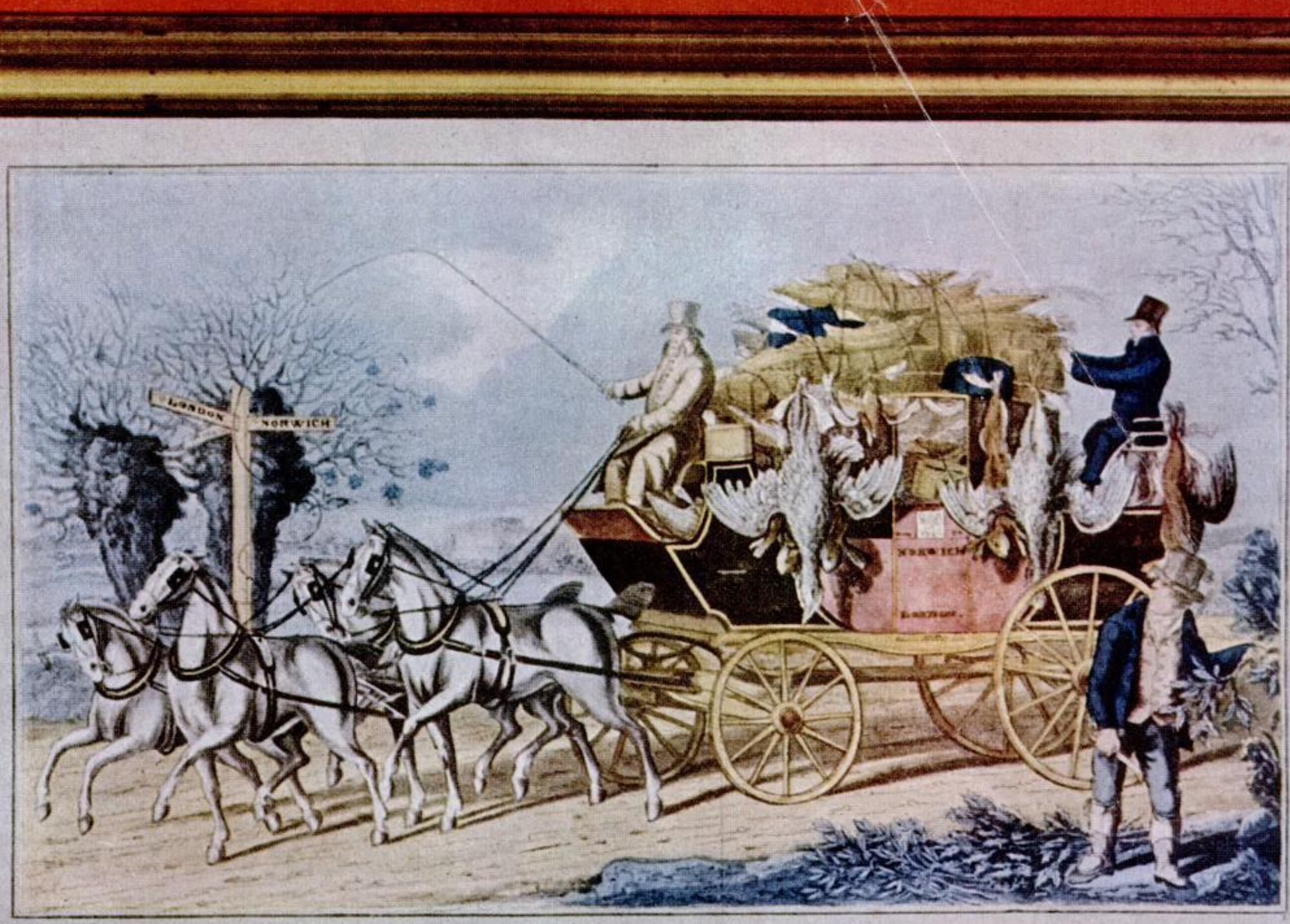
Sparkly grapes add drama!

FREE at food stores . . . Martha Logan's directions for the delicious grape garnish (so *easy* to fix!) . . . plus recipes for 2 extra-good plan-over dishes to make with Swift's Premium Ham.



SWIFT—TO SERVE YOUR FAMILY BETTER

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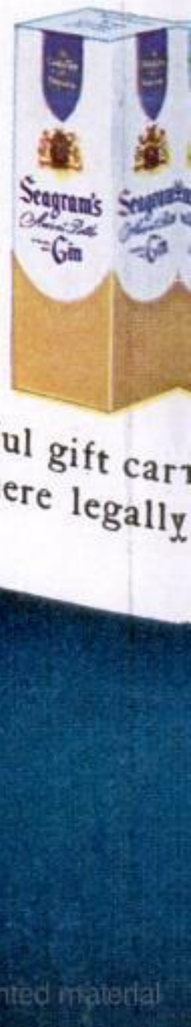


DECEMBER.

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Only the Finest is Fine Enough for Christmas



Beautiful gift carr
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For the Names at the Top of Your List

Give **Seagram's** *and be* **Sure**



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SEAGRAM'S V.O. CANADIAN WHISKY—A BLEND . . . OF RARE SELECTED WHISKIES . . . 6 YEARS OLD—86.8 PROOF. SEAGRAM'S ANCIENT BOTTLE DISTILLED DRY GIN. DISTILLED FROM AMERICAN GRAIN. 90 PROOF. SEAGRAM-DISTILLERS CORPORATION, NEW YORK, N. Y.

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A thrilling Christmas gift—this modern chest in blond oak with its clean lines, polished finish, automatic tray. Model #2966. Also in Seafoam mahogany, #2979. Lane Table, #241. Chest price, $59.95*

This Christmas-help make her dreams come true! Give her

A LANE CEDAR CHEST!

"SOMEHOW in my dreams these days, it's Christmas morning—and there's my beautiful new Lane Cedar Chest, the gift that says *I love you!*

"With my Lane as practical inspiration, I can begin making plans for the future. Magically it will gather other gifts . . . a treasure of luxurious blankets, lovely linens, delicate lingerie . . . all the things a girl wants to have for her wedding day."

What's more, all of her precious belongings—suits, sweaters, fine woolens—stay so well protected in a Lane. It keeps them sweet-smelling and new—safe from moths and dust—as no other storage method can.

Just one garment saved from moths can pay for a Lane! See them today—at most leading furniture and department stores.

Lane is the ONLY pressure-tested, aroma-tight cedar chest. Made of ¾-inch red cedar in accordance with U. S. Government recommendations, with a moth-protection guarantee underwritten by one of the world's largest insurance companies, upon proper application. Helpful hints for storing are in each chest. The Lane Company, Inc., Dept. L, Altavista, Va. In Canada: Knechtels, Ltd., Hanover, Ont.

Many Lane Chests at... **$49.95*** Easy terms

Also makers of Lane Tables

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***$5.00 higher in the West due to higher freight costs—slightly higher in Canada.**



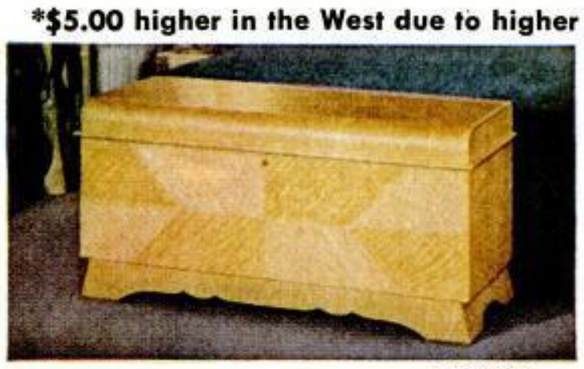
LIVING ROOM

Unusual modern in blond oak; drawer in base. Model #2852. Seafoam mahogany, #2853; Cordovan mahogany, #2856. $79.95.*



FOYER

Attractive modern in lustrous walnut. Self-lifting tray. Model #2874. Also in gray walnut, #2869. Each, $59.95.*



BEDROOM

Streamlined modern in figured blond Sonora. Aroma-tight and pressure-tested. Self-lifting tray. Model #2700—$69.95.*



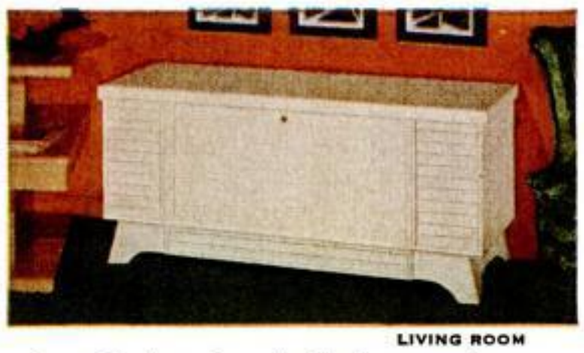
FOYER

Handsome 18th Century chest in rich mahogany with convenient self-lifting tray for small things. Model #2601—$59.95.*



BEDROOM

Streamlined modern in matched American walnut with touches of Paldao wood. Self-lifting tray. Model #2971—$49.95.*



LIVING ROOM

Arresting modern in Seafoam mahogany. Base drawer, tray. Model #2925. In walnut, model #2939. $69.95.* Lane Table, #257.



LIVING ROOM

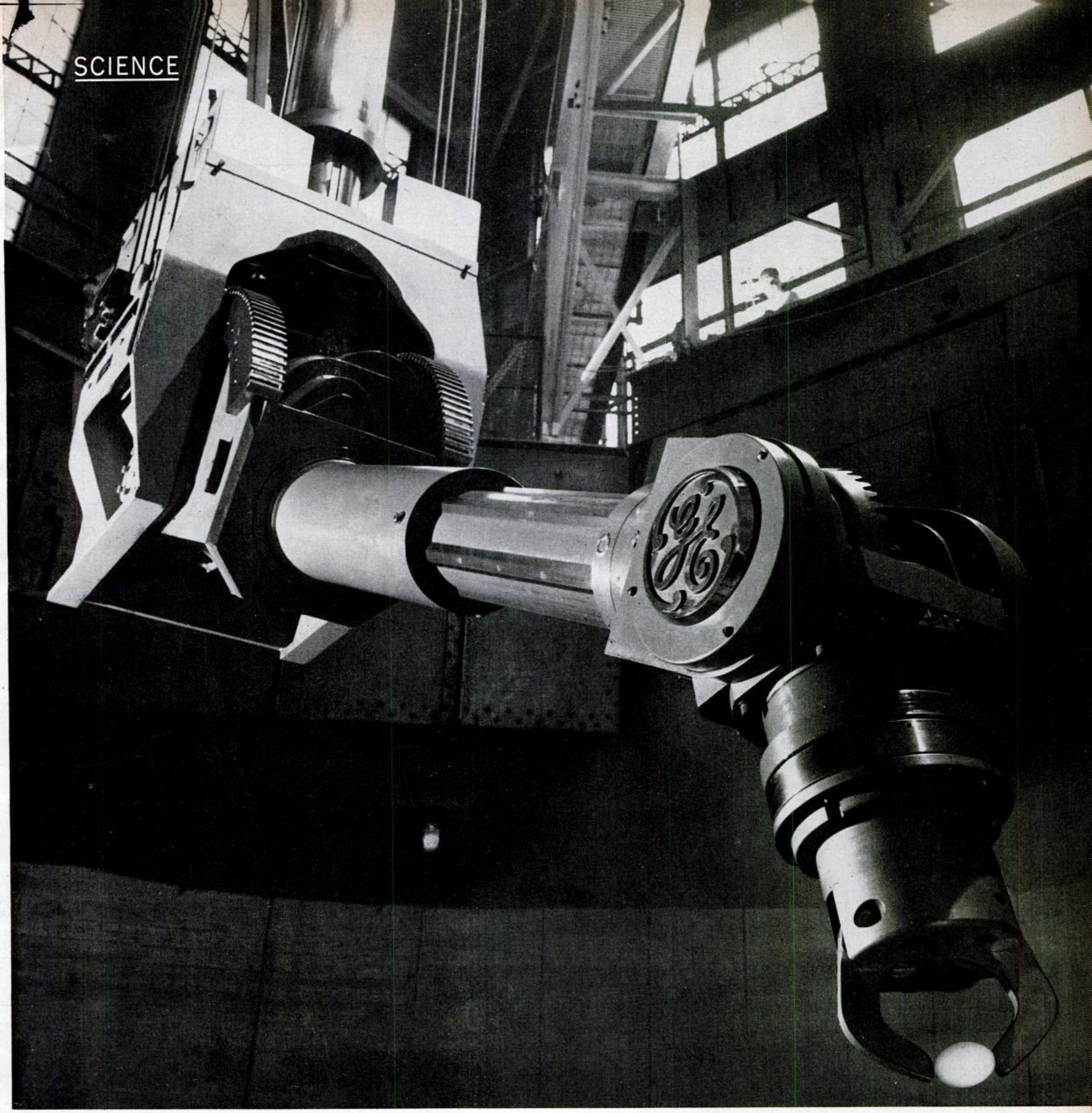
18th Century chest in glorious mahogany. Full-length drawer in base. Simulated drawers above. Model #2221—$79.95.*



FOYER

Striking modern in blond oak with simple, charming lines. Self-lifting tray. Model #2968. Also in walnut, #2995. Each $49.95.*

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SHOWING OFF ITS DELICATE TOUCH, O-MAN PICKS UP EGG WITHOUT CRUSHING SHELL. THE WHOLE ARM IS DRIVEN BY MOBILE MOTOR ON OVERHEAD RAILS

ATOMIC ENGINEERS GET A BIG HAND

O-Man, the world's strongest arm, hoists and precisely assembles 'hot' engines by remote control

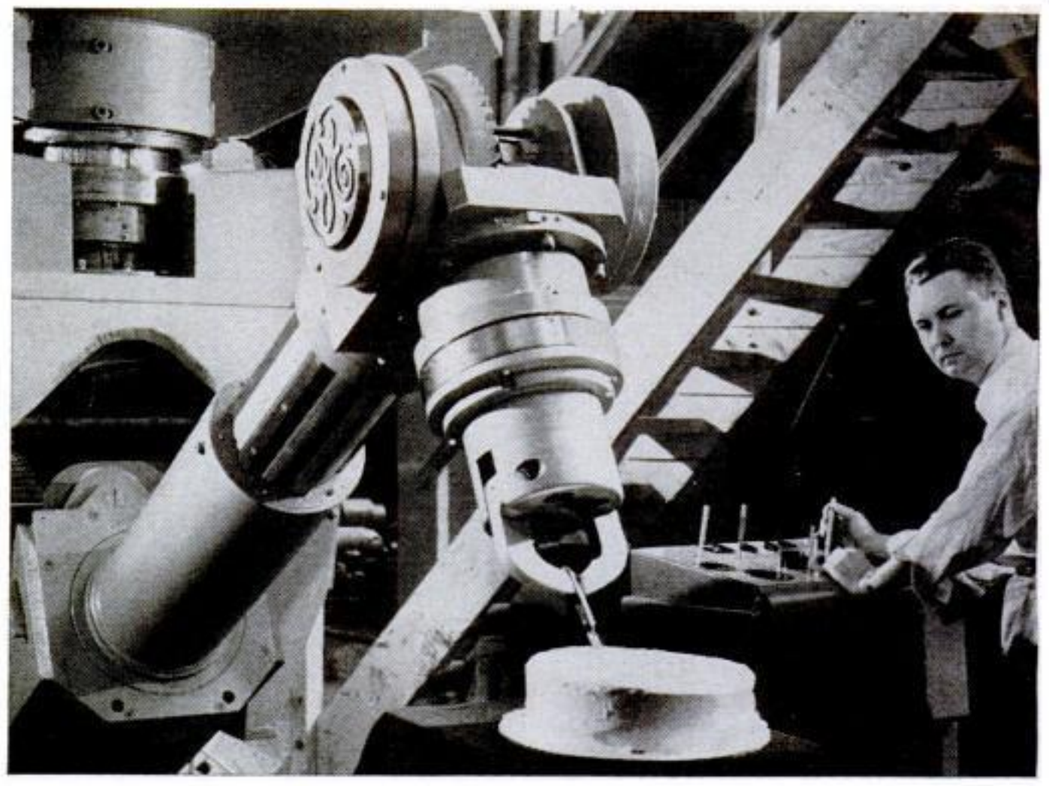
Quite aside from their many other troubles, atomic scientists have had to work out a nagging but extremely important detail. When building atomic engines they have needed a mechanical helping hand that could reach into dangerously radiated chambers to assemble "hot" engine parts. The General Electric Company now fills their need with O-Man, a steel robot that combines the enormous strength needed for hoisting massive atomic aircraft motors with the gentle dexterity required for fitting their parts together.

O-Man (a contraction of "overhead manipulator") is the world's biggest and strongest arm. It weighs 15 tons, can lift 7,000 pounds. Its "elbow" (*upper left, above*) is a big geared box from which a retractable forearm extends. Its "hand," coming out of the "wrist," has two fingers so skillful that O-Man can screw small bolts in place, saw sheet metal, drill holes—and also perform the stunts it demonstrates on these pages. Coordinated by remote-control levers, its every move is controlled by an operator in a shielded adjoining room.

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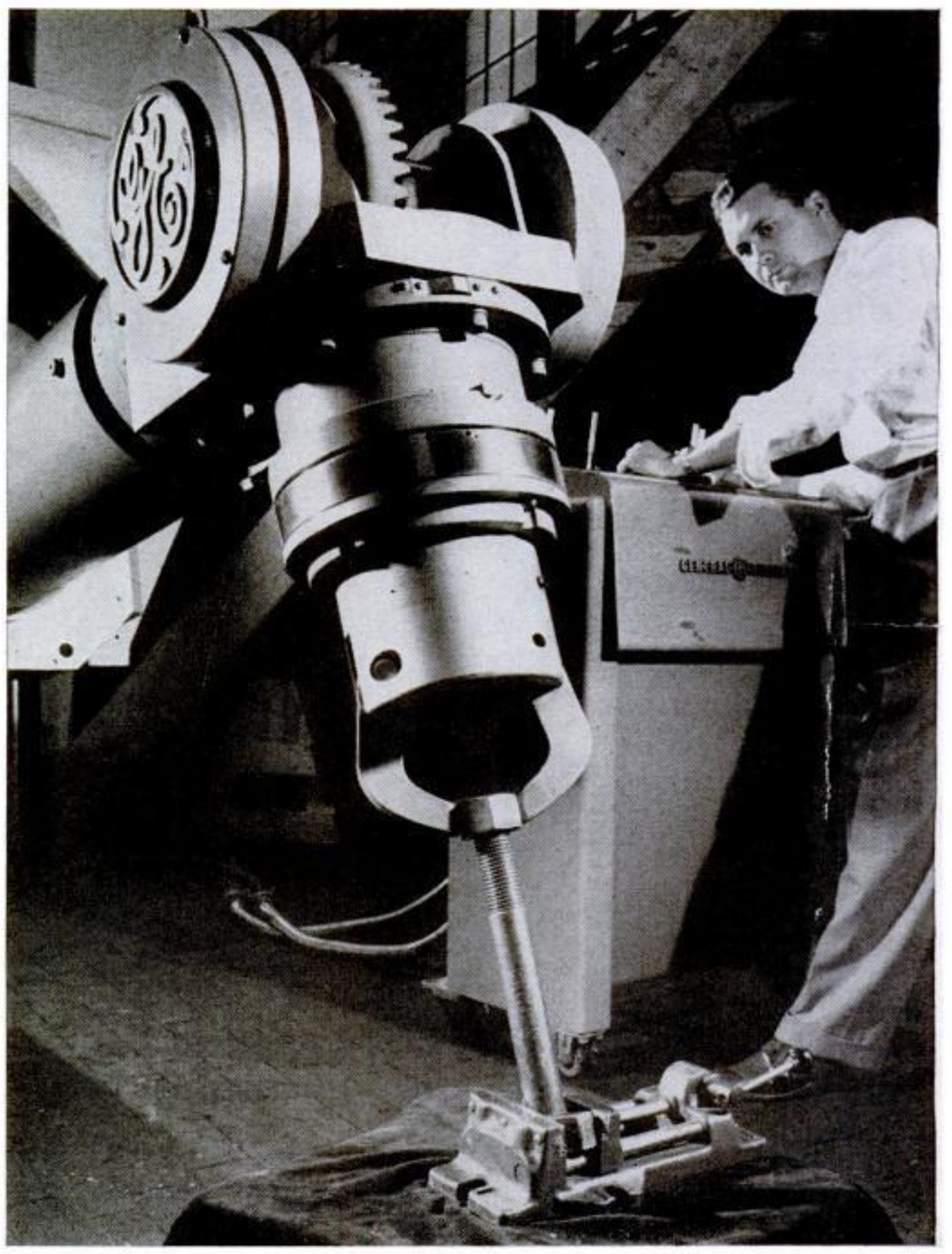




CUTTING CAKE, O-Man's twin claws manipulate knife to prove wrist motion compensates for stiffness of fingers.



POURING MILK, the hand shows that it can tilt a light object very slowly. It can also rivet, weld, solder, hammer.



SCREWING NUT on bolt, O-Man reveals wrist turns full circle. For atomic work, operator in shielded room would watch O-Man through binoculars.

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Give the pen that "BURPS" before it drinks... but never afterwards!





THE NEW EVERSHARP Ventura

Christmas—the time to give! The pen to give—a magnificent new Eversharp VENTURA. For it's tops by every test: performance, beauty, balance, value...Team amazing Air Jet Exhaust with Circulatory Feed and Osthenium-tipped 14-karat gold-point—and you have features found in no other pen—at *any* price! So—make your gift choice—*the choicest of fine pens*—a new Eversharp VENTURA!

COMPLETE SET... with matching cap-action Repeater Pencil—in handsome, alligator grained gift case—only $8.75*.

$5.00 FOR THE PEN

*All Fed. Taxes Incl.



NEW SLIM VENTURA GIFT SET

Cap and clip in the rich color of natural gold. Barrel in choice of six colors. Pen—$7.50*. Complete set—$12.50*.



NEW STERLING SILVER SLIM VENTURA GIFT SET

Rich sterling silver throughout. Pen—$15.00*. Complete set in smart, suede gift case—$25.00*.

FOR FINER GIFTS . . . FOR GREATER VALUES . . . BUY EVERSHARP

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Smoothest way to say Merry Christmas!

IMPERIAL

Best Buy of the Big Four

Choose from America's 4 largest-selling whiskies – and choose for superb quality alone. What better way to select a gift whiskey? If you do this, we're sure you'll give Imperial, in its distinguished new gift package. Then too, you simply cannot find a more desirable whiskey for holiday entertaining than Imperial. Your own good taste will tell you: Imperial is the best buy of the big four.



BLENDED WHISKEY • 86 PROOF • 70% GRAIN NEUTRAL SPIRITS • HIRAM WALKER & SONS INC., PEORIA, ILLINOIS

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HOT PLUNK FROM A PUB

OFF-PITCH PIANO HELPS MAKE WINIFRED ATWELL LONDON'S RAGTIME RAGE

Jazz pianist Winifred Atwell was only a moderate success in London when one day she saw a beat-up old upright piano in a pub and bought it for 30 shillings (about $4.20). Refusing to tinker with its off-pitch plinks and plunks, she recorded *Black and White Rag* and in a few months was the most popular woman pianist in England. Her records of such tunes as her *Rag* and *Plink Plank Plunk* have sold nearly two million copies. Although she still plays a concert grand, Miss Atwell is happiest—and so is her audience—when she wheels out her pub piano, gaily whacks it with a solid ragtime beat.



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for stuffy head colds!
for croupy coughs!
for bronchial congestion!



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GUARANTEED BY GOOD HOUSEKEEPING MAGAZINE

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HOSPITALS USE...
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KAZ ELECTRIC VAPORIZER ®

No other vaporizer, only the completely safe Kaz, has all these features: *Kaz Automatic Shutoff* turns off current when water boils away. *Kaz Patented Safety Lock* prevents vaporizer from being opened until electricity is disconnected. *Kaz Separate Medical Chamber* insures uniform flow of medicated vapor; is easy to clean. *Kaz' fast vaporizer action* delivers a heavier, more effective, even flow. Available at leading drug stores, everywhere.



KAZ MODEL #55-A

The popular 55-A model, only $2.50. Includes 35¢ bottle of Kaz-for-Colds FREE of Extra Cost.



KAZ MODEL #70

De Luxe, 16 ounce capacity, $3.50. Includes a 35¢ bottle of Kaz-for-Colds FREE of Extra Cost.



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105 ounce all-night service without refilling, $6.95. Includes 50¢ bottle of Kaz-for-Colds FREE of Extra Cost.

TO EVERY DOCTOR AND CHILD SPECIALIST IN AMERICA!



When you advise vaporizer treatment, prescribe *Kaz-for-Colds,* the only inhalant especially formulated for use in electric vaporizers. Greasy or gummy medications clog up heating elements, impair efficiency, and shorten the life of vaporizers. But *Kaz-for-Colds* special electric vaporizer formula will not clog or gum. *Kaz-for-Colds* is a medically approved compound of six U.S.P. ingredients, that produce a soothing, medicated vapor that relieves congestion and irritation. Available at all druggists, 35¢ and 50¢. New 6 ounce money saver size $1.00.

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GOODLUCK KISS for her four dolls is a ritual for Winifred Atwell before she goes on stage in London.



FAMILY FROLIC at home in London has husband Lew Levisohn beating time on bottle as Miss Atwell's father, a druggist, and mother also get in swing.



FOOTBATH AT TEATIME helps keep Miss Atwell warm between shows in poorly heated English theaters.

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any woman knows what to expect



when she gives him the best...

grooming essentials for men by MAX FACTOR HOLLYWOOD for Christmas

TWOSOME Special: After Shave Lotion, Deodorant Cologne. Only **$1.65***





THREESOME Special: After Shave Lotion, Cream Hair Dressing, Deodorant Cologne. Only **$2.40***

AFTER SHAVE LOTION: Large size, **$1.30***



TRAVEL TRIO: Plastic kit with After Shave Lotion, Cream Hair Dressing, Deodorant Cologne in leak-proof, squeeze bottles. **$3.50***



A gift of Signature by MAX FACTOR Hollywood works even better than mistletoe. He'll kiss you all through the year when you surprise him with tingling After Shave Lotion that gives a fresh feeling that lingers for hours . . . refreshing Deodorant Cologne that combines a masculine cologne with the most effective deodorizing ingredient known . . . and the non-greasy, non-sticky Cream Hair Dressing.

*Other sets not shown, from 75¢**

*plus tax

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VINE-DECKED SATYRS hold up crest of King Sigismund August II whose florid initials ornament the center of the royal emblem. Sigismund, who ruled over Poland from 1548 to 1572, commissioned the famous tapestry workshops of Brussels to weave six of these hangings to adorn his tents when he was traveling.

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TREASURES IN HIDING



ROYAL ARMOR OF 17TH CENTURY HAD ELABORATE FEATHER HEADDRESS TO SCARE ENEMY HORSES IN CAVALRY CHARGES

Great art works of Poland, refugees for 14 years from war and Communists, now lie concealed in guarded vaults in Canada. Here is rare glimpse of them

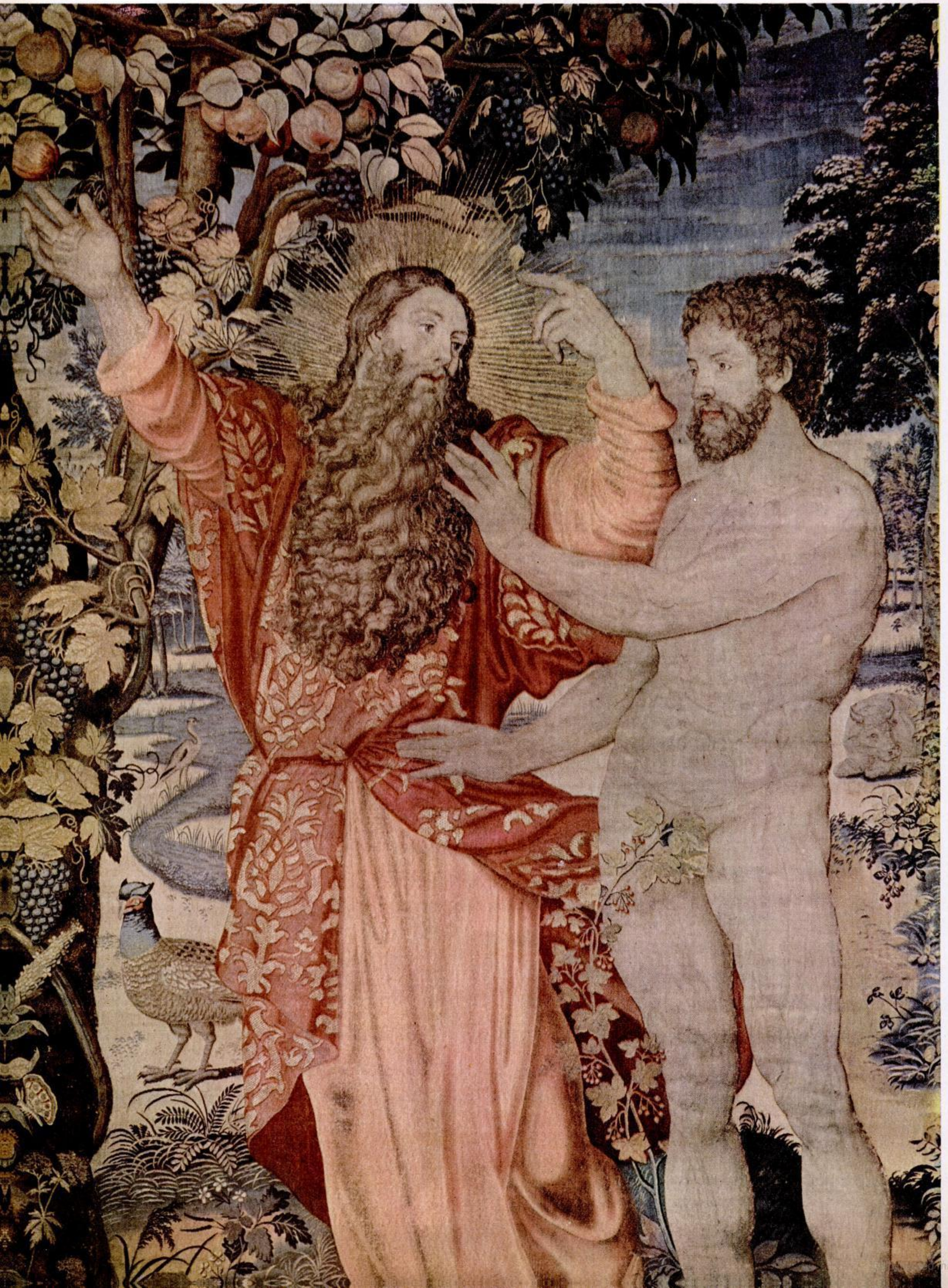
Until September 1939 most of the great national treasures of Poland could be seen in resplendent assembly within the palace of the Polish kings in Cracow. But for the last 14 years the rich tapestries, robes, royal armor and jewels have been hidden from public view, the errant victims of war and political rivalry. Soon after the Germans invaded Poland, the treasures went into hiding. Hurriedly packed into crates by Polish custodians, they were smuggled by barge and farm wagon into Romania, then by ship into France. When France was invaded, they were hustled away again, this time to Canada. There, still watched over by their Polish custodians, they remained at rest until the end of the war when the new Polish government, now Communist, demanded their return. The exiled custodians, strongly anti-Communist, refused. Caught in the middle, Canada took over the treasures, stored them in museum vaults and threw a heavy guard around them until their ownership could be decided by international courts.

When Photographer Yousuf Karsh heard of this stalemate, he persuaded officials to let him photograph the treasures. For a week selections from the 317 masterworks were paraded before his camera, then they were returned to their crates in the vaults. On these pages LIFE reproduces some of Karsh's photographs to provide a rare glimpse of the historic treasures of Poland.

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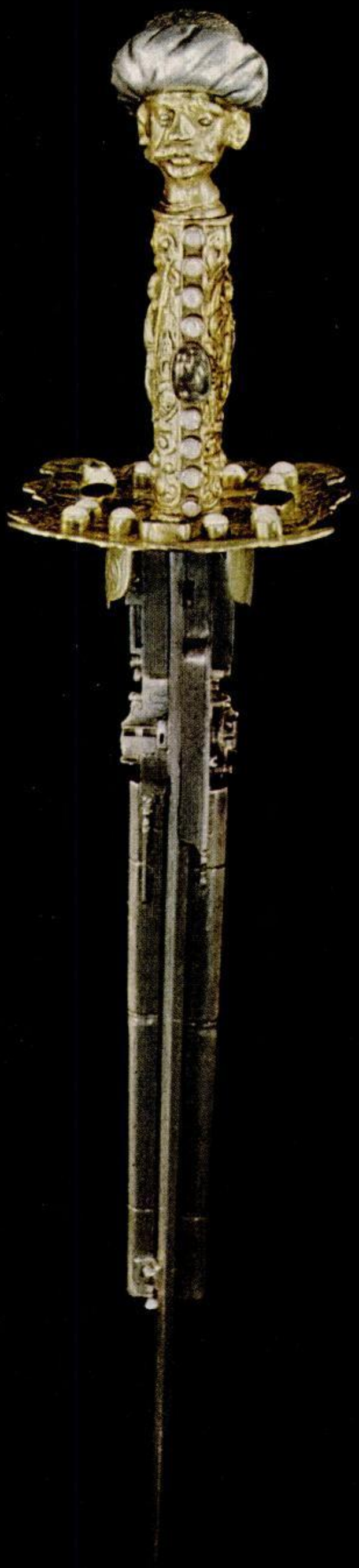


GOD AND ADAM were portrayed in a tapestry woven in honor of marriage in 1553 of Sigismund to Catherine, daughter of the ruler of Austria. This 7x10-foot detail from the 15x28-foot tapestry, depicting the Creation and other scenes in Eden, shows the Creator pointing out the luscious but forbidden fruit to Adam.

CAIN AND ABEL and Abel's twin sister, who discovers the murder, appear in a detail from another of the marriage tapestries designed for Sigismund by Flemish painter, Michiel van Coxie. Woven in Brussels, the entire series of 156 tapestries took 12 years to complete, constitutes a vast pictorial panorama of the Bible.

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TURK'S HEAD crowns a 16th Century gilt pistol sword, made in Italy for Polish prince. The weapon served double purpose, having both a blade and two pistols set below hilt.



JEWELED HILT embellishes the sword of cavalry officer of 17th Century. Encrusted with rubies and other precious stones, the sword was used to finish off enemy on the ground.



TURK'S SHIELD was a Polish trophy of the Battle of Vienna in 1683, at which the Turks, besiegers of the city, were cut up and routed by rescuing forces led by the Polish king, Jan III Sobieski. The shield is made of fine cane, bound together with silver and gold thread and studded with precious jewels. Though light and flexible, it was sturdy enough to resist arrows and spears.



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EMBROIDERED ROBE of a Knight of the Holy Ghost was presented to Jan III Sobieski by French King Louis XIV in honor of Polish victory at Vienna. Founded by Henri III in 1578, the Order of the Holy Ghost was the highest in France. Its emblem, the Maltese cross, is embroidered below collar at right, while Henri's initial, the fleur-de-lis and Holy Dove adorn edge of robe.

VELVET HAT rounded out Jan III's costume as a Knight of the Holy Ghost. Also a gift, it was offered by Pope Innocent XI after defeat of Turks. The hat, like the robe, bears dove, symbol of Holy Ghost, embroidered with pearls and gold threads. Once it was topped by a ruby but after Russians took over part of Poland in 1772, they removed the stone and replaced it with blob of wax.



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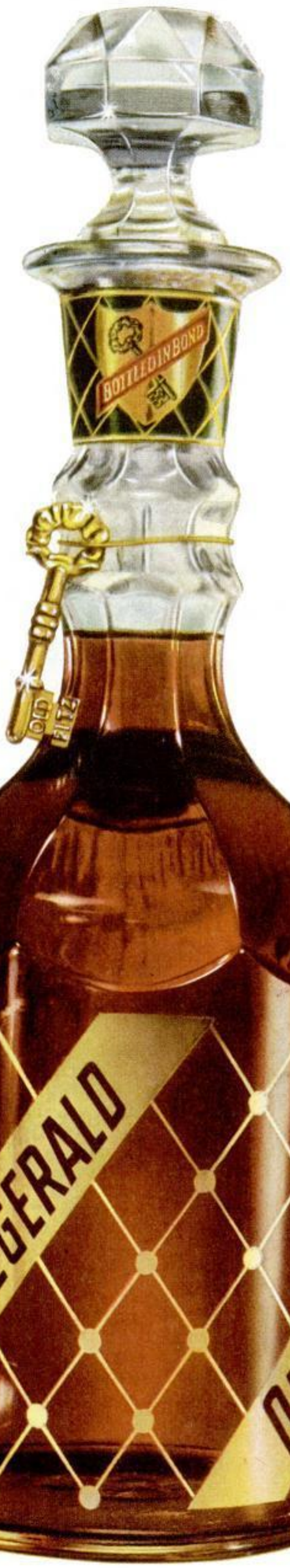


GRISLY GRYPHONS invade a panther's woodland lair in this detail from another set of King Sigismund August's tapestries. Designed by the Flemish painter, William Tons, the 13x14-foot tapestry was part of a series illustrating fighting beasts of the wilderness. Some of the animals, like the gryphons, are completely mythical. Others, such as the peaceable giraffes in the background, owe their strange shapes to the artist, who drew them mostly from his imagination.



OLD FITZGERALD

in Distinguished
Diamond Decanter



Choose Fitzgerald's festive fifth . . .

your key to gracious giving!

Laced with gleaming gold and diamond-capped . . .

filled with the oak-ripened richness

of a bourbon flavor unique . . . made in

the costly old-fashioned sour mash way

to bring you the *best* for gift or guest!

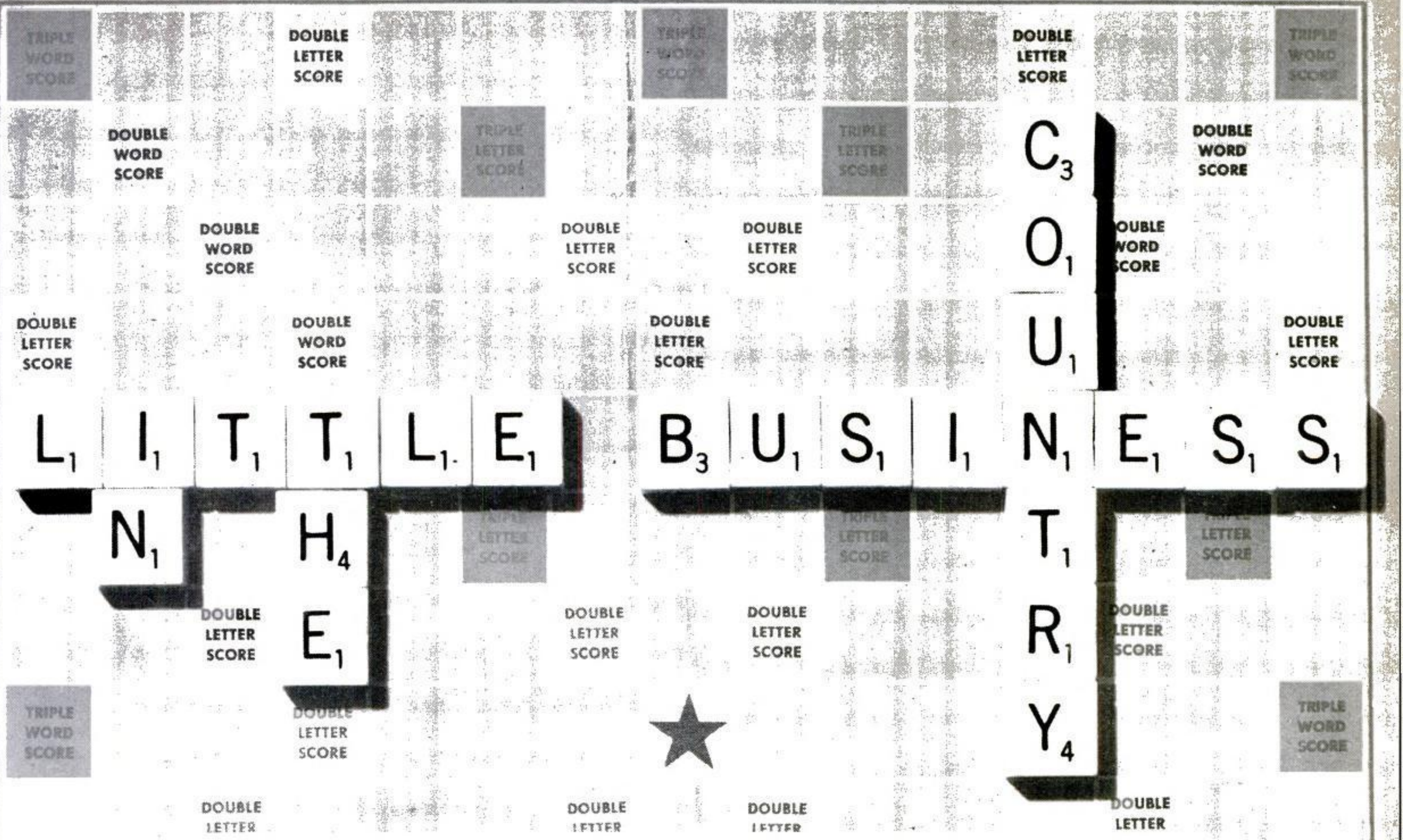
Yours at no additional cost

over year-round fifth.

BOTTLED-IN-BOND

KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF
STITZEL-WELLER DISTILLERY, ESTAB. LOUISVILLE, KY., 1849

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A MAN MAKES A BEST-SELLING GAME—SCRABBLE—AND ACHIEVES HIS AMBITION (SPELLED OUT ABOVE)

by ROBERT WALLACE

ONCE, in the word of the '20s, a man was a dumbbell if he hollered "Pung!" or "Chow!" at the wrong time or did not know the difference between the South Wind and the Red Dragon. Later he was a schlemiel if he could not knock the ball down the narrow corridor paved with green-dyed cottonseed hulls, through a length of tin pipe and into the hole in one shot. After that he was a stupid goon if he owned the Boardwalk and failed to erect a little red hotel. Now, if he has an "X" in his hand and cannot play it because the only "X"-word he knows requires an "S" and an "E" which he hasn't got, his head is full of cream of nowhere.

The SEX problem is something that appears frequently in the game of Scrabble, where it can take the form of

M
O
MARILYN
R
O
E

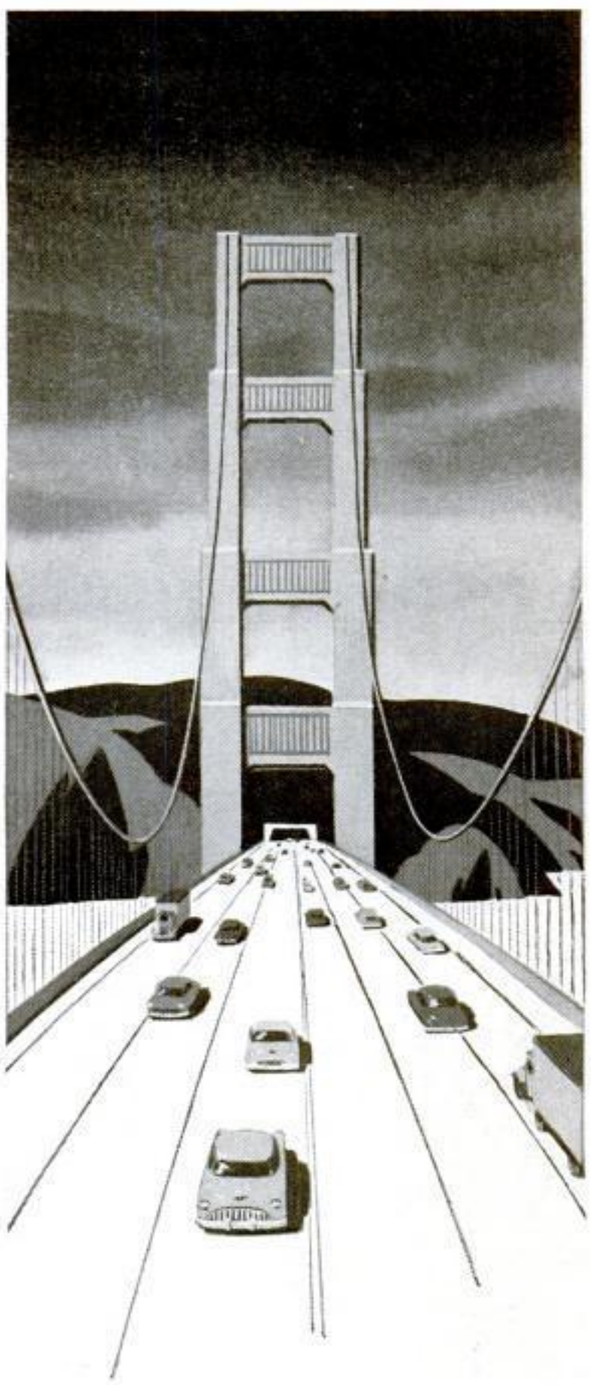
The game, the rules of which are described on page 105, has in the past few months become as popular as Mah Jong, miniature golf or Monopoly were in their respective primes (1923, 1930, 1937), and seems likely to surpass them all. At a modest estimate there are about 1.1 million Scrabble sets in the U.S. today and there are perhaps 10 million players. Countless new players are born every hour, but there is no corresponding mortality. Old Scrabble players do not die, they merely adapt. In intellectual circles the game is played in French or Latin; in Hollywood, games of dirty-word Scrabble are in constant progress; in New York the Guys-and-Dolls set has converted Scrabble into the hottest gambling game since gin rummy. There seems to be no limit to the eventual number of players, which may finally include everyone old enough to spell and still not too feeble to lift the tiles.

Christmas shoppers in search of the standard $3 Scrabble set can get it in only two ways: they can place their names on the bottom of waiting lists, or they can lurk for hours beside a counter until a shipment arrives, at which time they take their chances like football players going after a fumble. No game in the history of the trade has ever sold so rapidly and few have shown such promise of consistent, long-term popularity.

Whenever a bright new product hits the retail market, dyspeptic observers develop a number of theories, or anyway thoughts, about it. These fall into the following categories: 1) This is new?

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KEEP

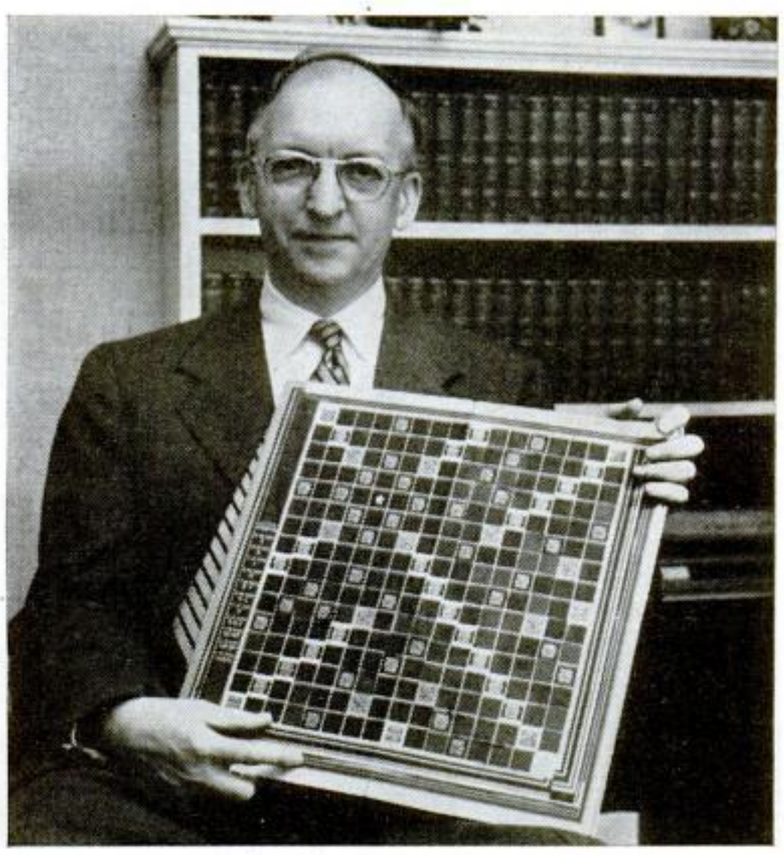
the power you bought!

HEAVY TRAFFIC means stop-and-go driving; the open road means speed. Both kinds of driving are tough on your engine. For *extra* protection, switch to a brand of 100% Pure Pennsylvania Motor Oil, made from Nature's finest crude oil.

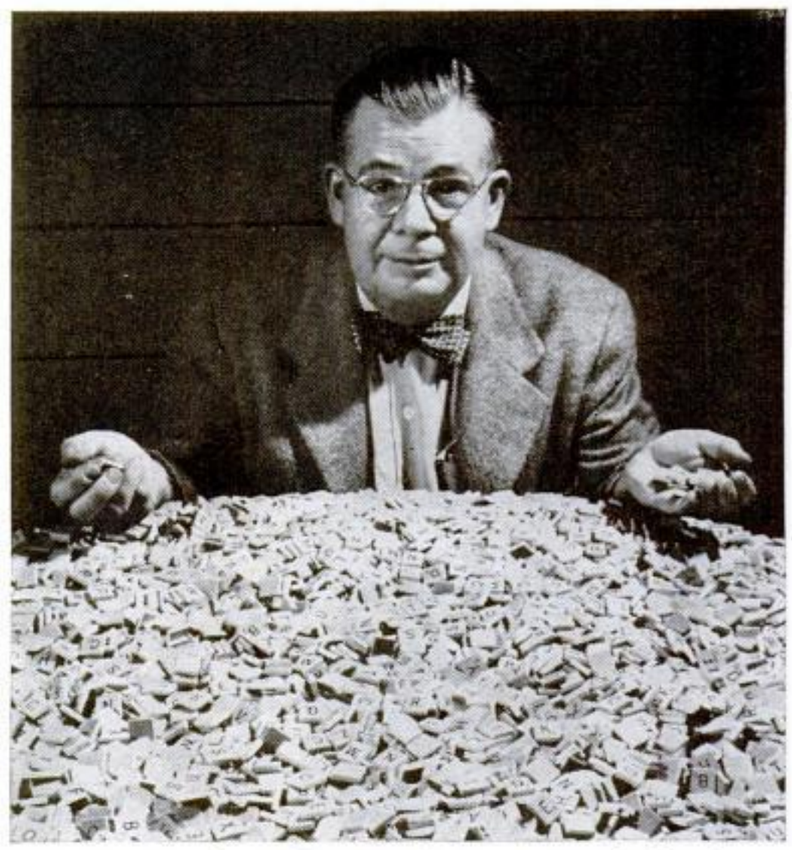
ASK for a brand of

100% Pure PENNSYLVANIA Motor Oil

PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION
Oil City, Pennsylvania



INVENTOR of Scrabble, Alfred Butts, holds board on which he developed game. Squares are of blueprint paper.



PRODUCER James Brunot, 51, is surrounded by letter tiles in his Connecticut home. On the side he raises sheep.

SCRABBLE CONTINUED

Why, we used to have one of these in the attic, but we threw it out; 2) Ingenious? I could make one in the kitchen; 3) Brother, the guy who thought this up must be making a fortune; 4) Of course, it isn't the product—it's the promotion that counts. Not-so-dyspeptic observers also have still another thought, which is: Hmm. How can I get a piece of this? A good way of examining the whole animal is to look at the points in order.

Scrabble is not, in fact, new. It has been swimming around in the brain of a mild, bespectacled, New York architect named Alfred Butts for about 20 years. Early in the Depression, Butts found himself temporarily unemployed. Casting about for some means of making a living, he decided to invent a game. He disliked dice games, which are almost entirely luck, and felt that all-skill games, like chess, were too highbrow for the general market. A game which was half luck and half skill, he thought, would be about right. He had always enjoyed anagrams and crossword puzzles and so set out to combine these games within the luck-skill formula. After two or three years of experiment he developed the thing that is now Scrabble, although he never found a satisfactory name and referred to it simply as "it."

But Butts was not cut out to promote his game, any more than Charles Darwin might have been cut out to promote *Mogambo*. Butts did approach various manufacturers, all of whom told him to go away and all of whom are now pounding their pointed heads against their office walls. He also thought briefly of becoming a manufacturer himself, but nothing came of that. So he relaxed and resumed the practice of architecture. He still plays the game frequently with his wife and friends and finds that it does not pall with the years.

In 1948, when the game was 15 years old, there at last came along a man who had the time and inclination to make a commercial venture of it. He was not a high-pressure promoter or even a businessman. In the few news stories that have thus far appeared about him he is referred to as a "social worker," a title which suggests that he will be out playing the cornet in the Bowery during the Christmas season and is true only to the extent that J. Edgar Hoover might be called a flatfoot. His career in social work has been a distinguished one: among his positions was that of executive director of the President's War Relief Control Board. His name is James Brunot.

Brunot, an old friend of Butts, had played the game with him many times since 1933 and had become intrigued by it. Brunot had also nourished for many years an idea that sooner or later occurs to everyone who works in Washington, New York or any big city. He wanted to escape from urban life and operate a small business of his own somewhere out in the country. So five years ago Brunot made a dicker with Butts, whereby Butts collects a small royalty on every game of Scrabble sold, and commenced to turn out the game in quantity.

Brunot's first assembly plant was located in the living room of his house in Newtown, Conn., a quiet town of 782 people about 75 miles north of New York. Brunot bought the parts of his finished product from various manufacturers and assembled them with the help of his wife. During 1949, their first full year of operation, they assembled and sold 2,251 games and lost $450. They were still losing money in the first half of 1952. Their advertising and promotion campaign consisted chiefly of leaflets, which they enclosed in every game they sold, and small, random advertisements in such publications as the *Smith College Alumnae Quarterly*.

By early 1952 the Brunots were ready to abandon the project. Sales during the first quarter hit an average of 16 games a day; in the second, 18 a day. Allowing three minutes per assembly, this kept each of the Brunots busy for half an hour. But suddenly, and for a reason that Brunot can only guess at, sales in the third quarter of 1952 jumped to 9,669 (107 a day), and in the fourth to 37,000 (411 a day).

Word of active mouths

WORD of mouth was and still is their principal means of promotion, although the retail outlets have done some advertising on their own. But the Brunots had managed to sell their games to people with exceptionally active mouths, like the alumnae of Smith College. Furthermore the purchasers of the games were at least moderately well-to-do, and were in the habit of spending their summers at various resorts throughout the country. When the other summer colonists returned to their homes and tried to buy Scrabble sets at their local stores, the big rush began. "I'm not positive of this," Brunot says, "but I've been told that one of the Strauses, who own Macy's, played the game somewhere during the summer, and when he got back to New York he asked his game department to send him up a few sets. Macy's didn't carry Scrabble at the time, and some heads must have rolled. Macy's carries Scrabble now."

Brunot's theory appears to hold water, but as

CONTINUED ON PAGE 105

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"I'm taking no chances with his Christmas gift!"

SCHICK 10-DAY HOME TRIAL INSURES HIS SATISFACTION!

Why risk giving him something he may not like—or will not use?
Give him the gift he *must* enjoy—or money refunded!
A gift that's not only luxurious, but *practical!* A gift that handsomely solves a problem he faces every morning of his life—how to get comfortable, close shaves! Give him a Schick Electric Shaver—the *only* electric shaver specially built for *close* shaves.



He tries his Schick at home for 10 Days AFTER Christmas!

When he admires that Schick Electric Shaver on Christmas morning, it's just the beginning! Because he uses it *for 10 days after Christmas*. Then he must be completely happy with your gift, he must be enjoying the easiest, closest shaves ever—or return the shaver to your dealer and get back every penny! There's no risk for you *or* for him—he *must* get a gift he'll cherish forever!

Important! ONLY Schick Shavers have all these 3 famous features for close shaves!

THE RIGHT EDGES • *Bevelled Comb Edges.* Like a comb, they lift the whiskers, lead them in for close shaves.

THE RIGHT HEAD • *Face-Fitted.* Not bulky, but scientifically sized to get in anywhere, get every whisker.

SELF-SHARPENING • Sharpens as you shave, doesn't get dull, assures close shaves always.

THE
SCHICK COLONEL
ELECTRIC SHAVER
The low-priced luxury shaver with the single head. In Caddie Case, $19.95



Schick "20" ELECTRIC SHAVER
The finest electric shaver ever made. Packed in saddle-stitched Caddie Case, ideal for traveling or bathroom shelf. $26.50

MORE MEN USE SCHICK ELECTRIC SHAVERS THAN ANY OTHER MAKE

On TV every week . . . "The Jackie Gleason Show" and "This Is Show Business"

Schick Incorporated, Stamford, Conn.

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PARTNERS CHOICE...

SEASON'S CHOICE

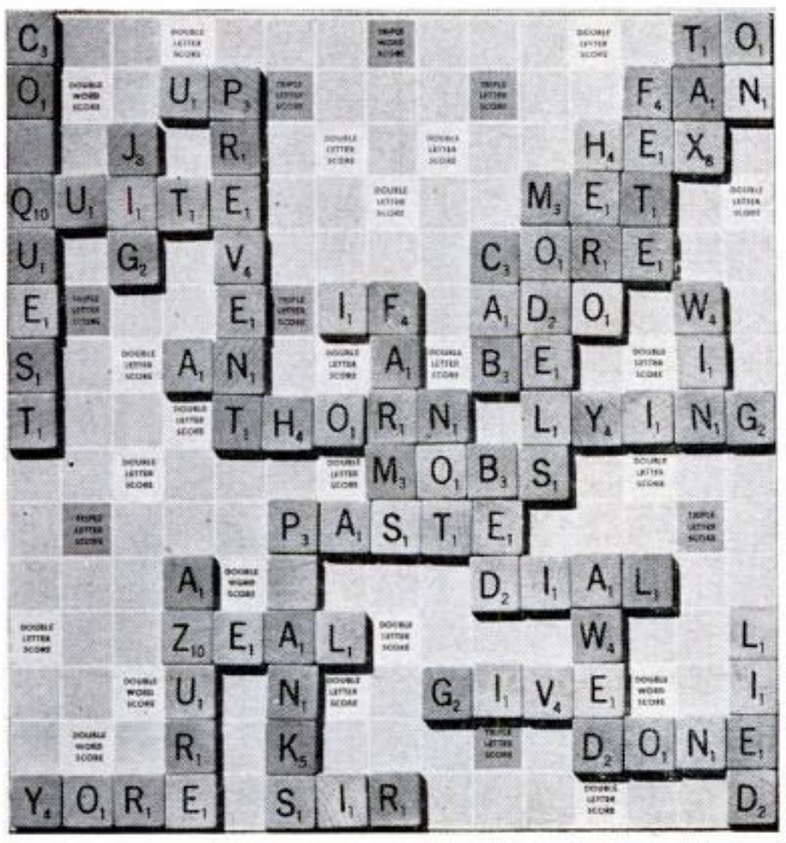


With 53 whiskies to choose from, the partners of Bellows & Company chose this one for themselves. Today—in this handsome holiday package—Partners Choice will be the gift highlight of the Christmas Season. Served to your holiday guests, it's a choice way to say "Merry Christmas—the *best* to you!" Put Partners Choice on your shopping list tonight!

BELLOWS & COMPANY, BALTIMORE, MARYLAND • 40% STRAIGHT WHISKIES, 4 YEARS OR MORE OLD • 60% GRAIN NEUTRAL SPIRITS • 86.8 PROOF

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HOW TO PLAY SCRABBLE



	SMITH			JONES	
Turn	*Word*	*Score*	*Turn*	*Word*	*Score*
1	HORN	14	2	FARM	9
3	PASTE, FARMS	25	4	MOB, NOT, BE	16
5	DIAL, BED	16	6	PREVENT, THORN	32
7	MODELS, MOBS	26	8	QUITE	48
9	PRANK	20	10	SIR, PRANKS	20
11	HERO, ME, OR, DO	27	12	AWE	12
13	CORE	6	14	ZEAL	26
15	AZURE	15	16	LYING	39
17	HEX	26	18	TAX	20
19	CONQUEST	212	20	JIG	22
21	YORE	21	22	TO, ON, AN	14
23	DONE, AWED	18	24	FETE, FAN, MET	18
25	WIN	14	26	LIED	18
27	GIVE	10	28	IF	5
29	BE	4	30	CAB, ADO	15
31	UP	4	32	AN	2
		458			316
A and I left in hand		−2			+2
	Final score	456		Final score	318

TOTAL COMBINED SCORE: 774

The general principles of Scrabble can be worked out by studying the sequence of plays and scores in the illustrative game between Smith and Jones above. Smith starts, then play proceeds by turns. At the start each player draws seven tiles from the stock of 100, which lies face down on a table. As he uses his tiles to form words or to add to already-formed words, he draws replacements. Words must be formed horizontally or downward on the board; each new word must touch or intersect a word already formed; every combination of adjacent letters must form a word; normally, foreign words and proper names are barred. Players receive credit in points, as indicated on the tiles, for each tile used. Some squares on the board double or triple the value of the letter played upon them; others double or triple the value of the entire word which includes them. Blank tiles (each set has two) have no value, can be used to represent any letter. One unusual play in the game is "CONQUEST" at upper left. This word covers two "triple word score" squares, one under the "C" and one under the "T," and thus its point value of 18 is tripled twice for a total of 162. Player also gets a bonus of 50 points for playing all his seven tiles at once. The game ends when one player has used all his tiles, or when no more plays can be made by anyone. In this game Jones used all his tiles but Smith had two, an "A" and an "I" (not shown) left in his hand. The value of these tiles (two points) was subtracted from Smith's score and added to Jones's.

SCRABBLE CONTINUED

he and his wife and friends tried to assemble hundreds of games a day in their living room they had no time to think about it. "Couldn't move," Brunot says. "No room for anything except boxes and racks and tiles." So they set up shop in an abandoned schoolhouse nearby. This relieved the congestion somewhat, although the building was scarcely large enough to hold the company's name plate—Production and Marketing Company. Soon thereafter Brunot moved his operation into a converted woodworking shop where, with 35 employes working in two shifts, he hit a production rate of 6,000 sets a week early this year. But even this, in the face of orders for hundreds of thousands of games, was a pathetic trickle.

Accordingly Brunot approached the Selchow & Righter Co. of New York, a venerable firm that has been turning out Parcheesi, probably the oldest trademarked game in the U.S., since 1867. Selchow & Righter had previously considered Scrabble and rejected it, but when Brunot appeared in their office for the second time he was received with considerable hospitality. Selchow & Righter now produces Scrabble under a license agreement and turns out all the standard $3 sets on the market. Because of the furious demand and the tendency of frustrated buyers to get huffy, Selchow & Righter keeps its exact production figures secret. However, a fair estimate is that the company will have produced about 800,000 sets in the eight-month period, May-December of this year.

Brunot also made a deal with another game manufacturer, the Cadaco-Ellis Company of Chicago, which permits Cadaco-Ellis to manufacture and sell a game exactly like Scrabble called "Skip-a-Cross." The latter differs from Scrabble only in minor manufacturing respects—its tiles are made of cardboard, its playing board is a part of the box rather than a separate unit, and its price is $2 instead of $3. Cadaco-Ellis is also secretive about its production figures, but will, by Christmas, have sold about 250,000 games. Brunot has made no deals with any other manufacturers, although half a dozen companies now produce imitations of Scrabble, as close to the original game as the copyright laws will permit.

Why Brunot should have permitted Cadaco-Ellis to produce Skip-a-Cross is something of a mystery in the trade, as it would be if General Motors were to permit a competitor, using GM's patents, to produce a cheaper car than Chevrolet. The answer lies in Brunot's attitude toward his venture, which is utterly admirable in the philosophic sense but infuriating and baffling to money-minded men. Whenever a big hassle arises over copyrights or licensing or manufacturing, Brunot shrugs his shoulders and says, "Gentlemen, look. It's only a game." Brunot is not interested in getting rich and, because of the personal and corporate income-tax laws, certainly is not getting rich. All he wants is to have a little business of his own somewhere out in the country, which is exactly what he said he wanted in 1948.

In order to maintain his little business, after he had assigned the heavy production to other companies, Brunot last summer developed a deluxe $10 Scrabble set which he now makes in Newtown. It too is, of course, in mass production

CONTINUED ON NEXT PAGE

INDECENT EXPOSURE

IT'S ABSOLUTELY INDECENT to pay good money time and again for over-exposed flashbulb pictures! Yet professional photofinishers report that 97% of all flash shots are impaired by over-exposure . . . that ordinary bulbs create too much light.

Your one perfect answer is Norelco My-T-Myte Flashbulbs...specially designed for popular "open flash" fixed-focus cameras. And besides giving just the right amount of light, My-T-Mytes are the smallest, most convenient bulbs ever made . . . come in Handy Pocket Pak only slightly larger than a pack of cigarettes.

Lowest-priced on the market, My-T-Mytes come in two sizes: PF3 for perfect close-ups and all average shots, 12¢ each; PF4 for greater distances or faster speeds, 12½¢ each. Take advantage of the free offer, below.

NORELCO
MY-T-MYTE
MIDGET FLASHBULBS



FREE OFFER!

Clip and fill in gift certificate. Buy one Pocket Pak of My-T-Mytes. For certificate, dealer will give you two extra My-T-Mytes. Use these two. Unless they produce the best flash pictures you've ever taken, return unused carton of bulbs for full cash refund.

AMPLEX CORP.
BROOKLYN 1, N. Y.
MY-T-MYTE AND SYNCHRO-SURE FLASHBULBS



GIFT CERTIFICATE L1

Mr. Photo Dealer,
Give the bearer two My-T-Myte Flashbulbs FREE upon his purchase of one 10 bulb My-T-Myte Pocket Pak. If he returns the Pak—unused—you will refund him the full purchase price. Amplex Corporation, 111 Water St., Brooklyn 1, N.Y.

Your name_____

Address_____

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SCRABBLE CONTINUED

—the sort of mass production that might be set up not by the Fords but by the Seven Dwarfs. By Christmas, Brunot's employes will have turned out 30,000 of the $10 games and will have done so under delightful conditions. They work in a small, white-trimmed building, set among the low convoluted Connecticut hills. Deep woods and fields full of corn shocks are close at hand. Beside the shop flows a fine stream full of trout; the employes come to work carrying fishing rods, in season. Inside the building there are wonderful, Rube Goldberg-like machines to handle the millions of Scrabble tiles, thousands of which inevitably fall to the floor and are crunched underfoot. The chief engineer is a 30-year-old graduate of Butler University named Widmer Christian (Chris) Sidenius, who built some of the machines himself and spends his time scrambling frantically about keeping them in repair. Chris is also an amateur actor and is about to go off on a tour of nearby towns. No one would think of suggesting that he stay home and take care of the machines; everyone simply hopes that the machines will behave while he is away.



ENGINEER SIDENIUS

Brunot himself is mildly surprised that the $10 game sells as well as it does, although it is an attractive product. It has a red, leatherlike case, white plastic tiles instead of wooden ones and built-in scoring devices on the racks which hold the tiles. The plastic tiles are not so pleasantly slippery as the wooden ones, but it is wise to use them when playing with two classes of people: children and gamblers. Children and gamblers are more observant than other people—after a few games, they memorize the pattern of the grain of the wood on the *backs* of the $3 tiles and are thus able to pick up the high-value tiles at will. Innocent citizens who have lost face, or a bundle, at Scrabble are hereby warned.

Brunot receives vast quantities of mail, much of it addressed to the Scrapple, Scribble, Squabble or Squibble Company at Newtown. (The name Scrabble, which he copyrighted in 1948, was arrived at purely by chance. Brunot and his wife sent a long list of names, among them such things as "Logo-Loco," to some Washington patent-research lawyers. Of the names which had never been copyrighted by anyone, Scrabble sounded best.) The mail almost invariably falls into one of three categories: (1) frantic requests for new tiles to replace lost ones; (2) inquiries about high scores and rules; and (3) letters which begin, "I have an idea for a product to be sold in connection with Scrabble which . . ."

One of the requests for a new tile was addressed to Brunot's Production and Manufacturing Company:

```
          M                                   P
          A                                   L
          R                                   T E L L
C         K                                 L A
O         E           C                     H O R R O R S !
PRODUCTION P          NEWTOWN               A N   S   E
          T           N                     V     T
          N           N                   M"E"
          G

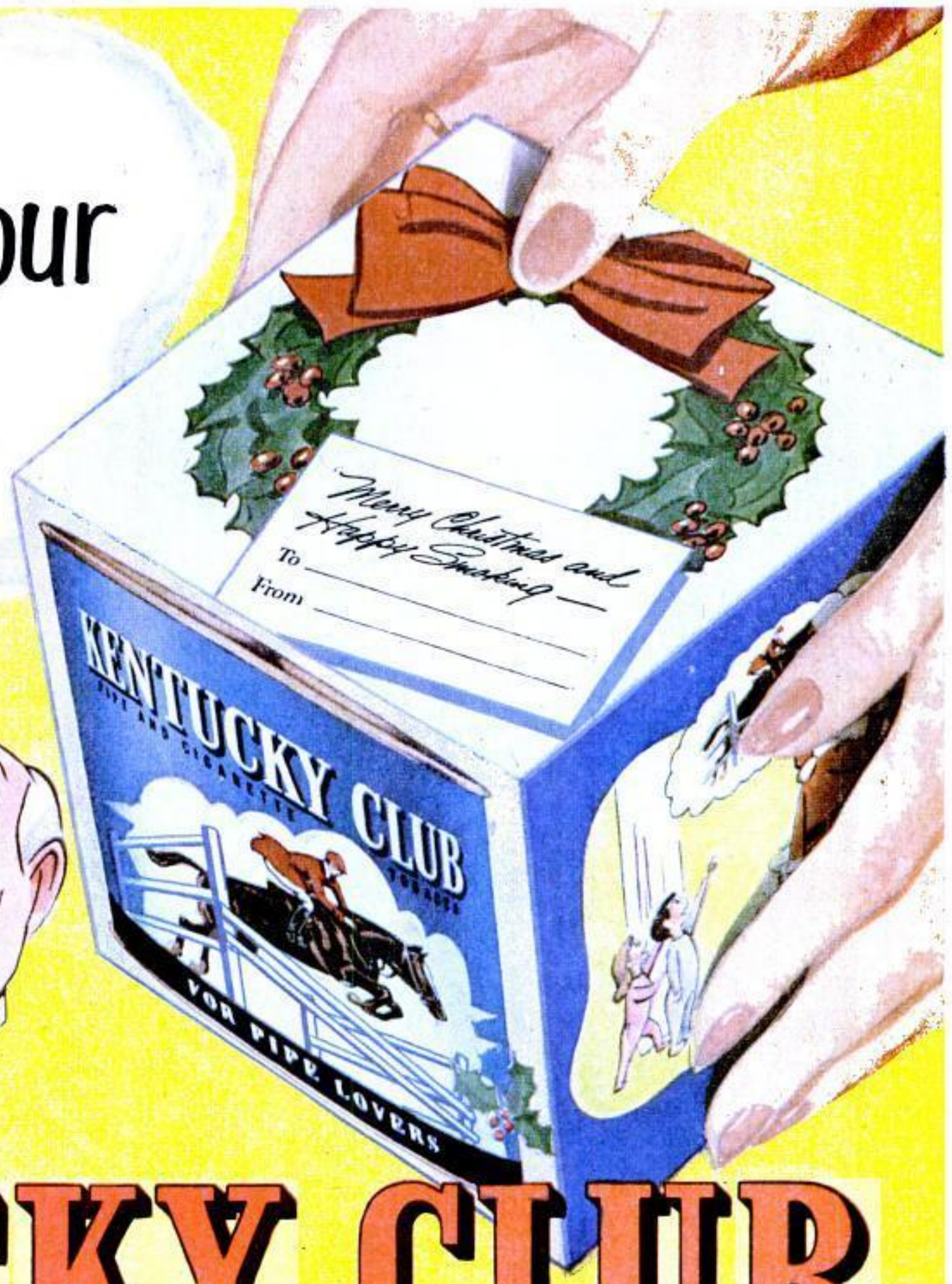
  R                                                   L
WHERE                 SINCERELY                       MRS. SYDNEY
  P                           O                           W
  L                           U                           I
  A                           R                           S
  C                           S
ARE
  M
  E
  N
  T
SOLD
```

The letter writer's problem, stated more simply, was that she had lost an "E." Brunot has been supplying Scrabble players with replacement tiles at no charge, but presently, as the volume of mail increases, will have to begin selling them. One of the most frequent explanations for the loss of a tile, he finds, is that it was eaten by a dog. Dogs are fond of the taste of the chemical coating

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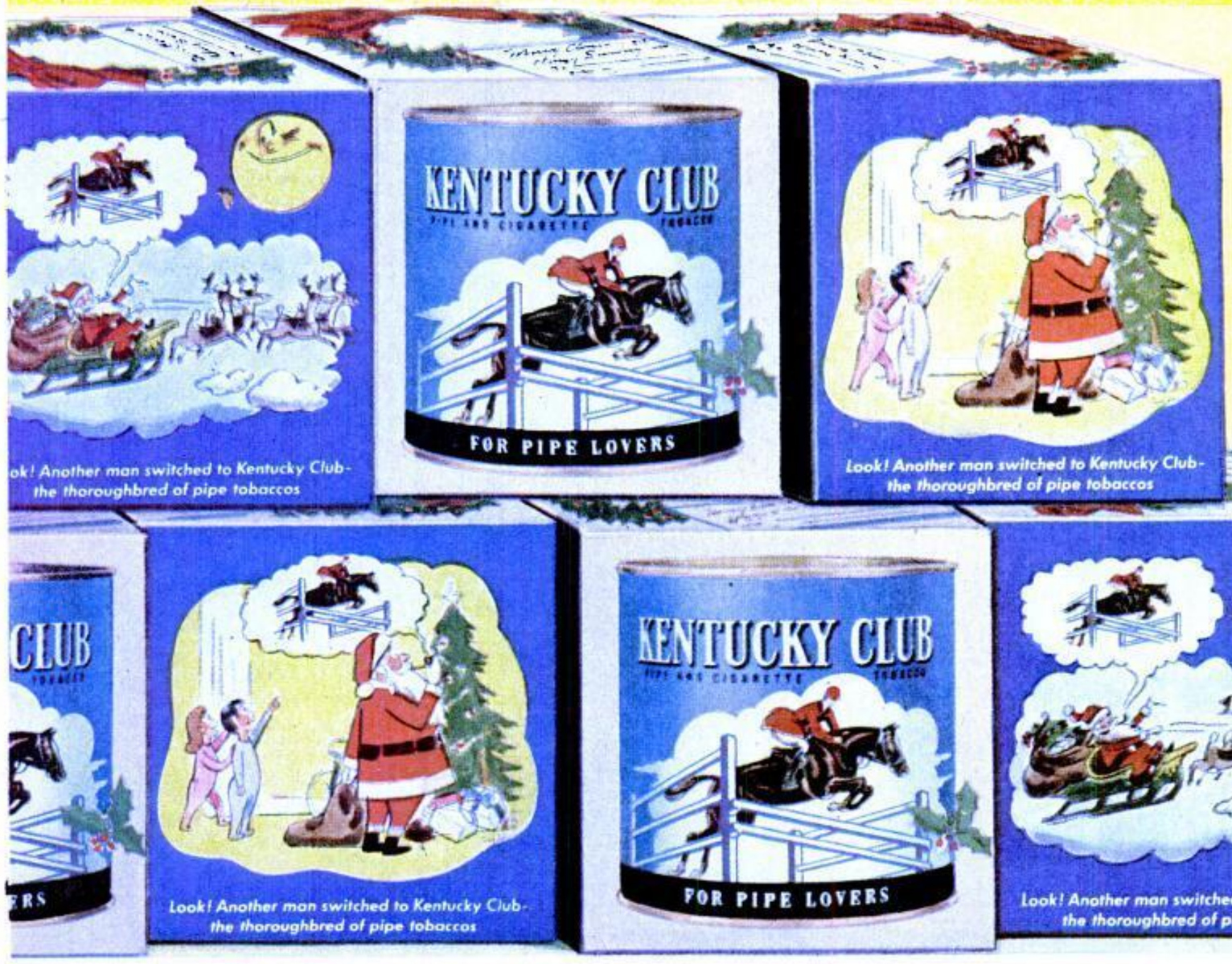
for ALL the MEN on your Christmas List





MILD **KENTUCKY CLUB**

The Thoroughbred of Pipe Tobaccos



For Uncle Jim and brother Bill.
For Grandpa, Dad and postman Hill,
For every man that you rate high—
Kentucky Club's the gift to buy.

Produced by the makers of famous Mail Pouch Tobacco Wheeling, W.Va.

Look for these Kentucky Club Christmas packaged canisters

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"Looking Over the Christmas Cards," by Douglass Crockwell. *Number 89 in the series "Home Life in America"*

In this friendly, freedom-loving land of ours–Beer belongs . . . enjoy it!

BEER AND ALE—AMERICA'S BEVERAGES OF MODERATION
Sponsored by the United States Brewers Foundation . . . Chartered 1862

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on the tiles and have been known to eat half a dozen at one sitting. Tiles are also lost in large numbers in the sand of resort beaches. "Jones Beach must be paved with them," Brunot says. "People will play this game anywhere. This winter I expect they'll be losing the white plastic tiles in the snow."

Brunot answers inquiries about rules by referring the correspondents to the rules which accompany each set and are quite clear. He also suggests that players make up their own house rules at the beginning of a game. Currently a bitter national controversy revolves around the use of the words "ma" and "pa" and the "do, re, mi, etc." of the musical scale. Brunot's feeling is that if players want to use such words, they can. He personally does not give a damn. He has no idea what the highest possible Scrabble score may be, or what the highest actual score has been—the highest total score he and his wife have ever made in a two-handed game is 809. They have had three other scores above 700, and their average is around 600.

The "I have an idea for a product . . ." letters are answered by a form letter which says in part, ". . . If your idea relates to a turntable, a timing device, a box or bag to hold the letter tiles or a device for turning the tiles over, we wish to discourage you from submitting it because such devices already have been submitted by a considerable number of persons." This is of course a great understatement, since the population of the U.S. appears to be composed almost wholly of shrewd individuals who, sensing a hot idea, are anxious to latch onto it.

Each mail brings quantities of letters from players who have been irked by the slowness of the game. Scrabble *is* a slow game at first, until the players can get the hang of it. It is also slow if it is played by four people, the upper limit. Two-handed games are best. To solve the problem most of Brunot's correspondents suggest the use of egg timers for each play. Brunot thinks the idea may be all right if players want to play that way. "Let them go out and buy an egg timer," Brunot says. "It doesn't have to have 'Scrabble' printed on it." Brunot could pick up a nice piece of change if he were to permit an egg-timer maker to call his egg timer a Scrabble timer, but dismisses the notion with a wave of his hand.

The 'Trade Mocked' TURNƎLTUɹT

MANY letter writers suggest that Brunot permit them to manufacture Scrabble turntables, or offer to sell him the idea (during a game the board should be rotated so that it faces each player in turn). Brunot thinks more of turntables than he does of timers and has licensed the M. K. Enterprises, Inc. of Chicago to make one. It consists of two pieces of fiberboard joined by a pivot, works like a Lazy Susan, and retails at $3. It does help to prevent eye strain and stiff neck. Brunot feels that if anyone happens to have an old Lazy Susan around the house and wants to play a few quiet games of Scrabble on it without consulting Brunot, that will be quite all right.

One of Brunot's correspondents suggests a device that combines the virtues of the timer and the turntable and leaves him in a state of enormous apathy. "It's got some kind of machine in it," he says. "Every few minutes the table gives a lurch and makes a quarter of a turn. If you haven't played your tiles by then, it's too bad." He does not think he will license that one.

Tile-turning devices are commonly suggested, and one has actually been sanctioned by Brunot and is on the market. It is also made by M. K. Enterprises, is called a TURNƎLTUɹT and is, according to its manufacturer, "Trade Mocked." After the game is over and the tiles are all lying face up upon the board, the TURNƎLTUɹT is attached to the edge of the board, and the board is simultaneously tilted and moved along the table, floor or whatever surface the game is being played on. The tiles slide off the board, strike the TURNƎLTUɹT and are flipped over on their faces. This device costs $1, is made of green plastic and will pose an insoluble problem for any archaeologist who happens to find one 2,000 years from now.

Brunot has authorized two books, both published by Grosset & Dunlap, priced at $1, and written by Jacob Orleans and Edmund Jacobson. One, *How to Win at Scrabble*, is concerned with strategy, and the other, *The Scrabble Word Guide*, is an odd kind of dictionary which lists 30,000 words that may be useful to Scrabble players. These were selected in a manner that probably would not have impressed the late Noah Webster—the authors literally tore a Funk & Wagnalls dictionary in half, and Orleans read one half while Jacobson read the other, each making note of nice words as he went along. No definitions are included in the *Word Guide*, only words.

CONTINUED ON PAGE 112

FOR RAIN, SLEET OR SNOW

NEW Rain Dears DE LUXE (by LUCKY) ®



have a TRIPLE-THICK non-slip TREAD!



. . . will OUTWEAR RUBBER BOOT'S TREAD



100% fully molded with no seams to come apart. Sturdy to withstand wear, yet light on your feet. Transparent. Deep sharp tread.

"RAIN DEARS are the finest PLASTIC BOOTS MADE!"

about $2.

REPLACEMENT OR REFUND OF MONEY Guaranteed by Good Housekeeping IF NOT AS ADVERTISED THEREIN

At shoe, notion and rainwear counters everywhere

LOS ANGELES LUCKY SALES CO., INC. NEW YORK • CHICAGO

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Wadsworth Gift Watches from



THE WADSWORTH CHRISTMAS SELECTION



from $19.95



VICTORIA. Gay flattery, jeweled movement. Also in white, $19.95. With slim expansion bracelet, $24.95

YORK. Youthful lines, jeweled movement. $19.95 as shown. With handsome Hadley expansion band, $24.95

MARCELLA. Tiny, sculptured, 17 jewels. Also with white case, $24.95. In Hadley expansion bracelet, $29.75



ENID. Dainty, elegant, 17 jewels. Also with white case, $27.50. With slim Hadley expansion bracelet, $33.75

ROCKWELL. Shock, water-resistant,* 17 jewels, luminous dial. $29.75. With Hadley expansion band, $35.75

ANDREA. Petite petals adorn case, 17 jewels. Also in white, $29.75. With Hadley expansion bracelet, $35.75

BEAUMONT. Tailored trimness, 17 jewels, with matching expansion band, $33.75. In padded calf strap, $27.50

from $29.75





CAREER MAN. Ultra-sophisticated, 17 jewels, suede strap, $35.75. With Hadley expansion band, $42.50

CAREER GIRL. Style-mate to Career Man, 17 jewels, $35.75. Or with Hadley expansion bracelet, $42.50

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an easy-to-take $19.95





WAYNE. Modern, with matching Hadley expansion band, 17 jewels, $29.75. With masculine strap, $24.95

CHARLOTTE. A 17-jewel beauty. Also in white, $29.75. With a glamorous Hadley expansion bracelet, $35.75



BEVERLEY. So feminine. 17 jewels, also with white case. Hadley expansion bracelet, $33.75. With cord, $27.50

from $27.50



Dear Mr. (or Mrs.) Claus:

We know you'll find it hard to believe that nationally advertised watches can be this good looking at these prices.

But these are Wadsworth Watches . . . made to spare Santas and spoil someone special on your list. For even Wadsworth Watches costing only $19.95 have—

- **The style and beauty** of cases created by the same designers who fashion cases for America's finest watches.
- **The dependability and accuracy** of movements made by the same craftsmen who make movements for some of the world's most expensive watches.

Hint! It's a good idea to order your Wadsworth Watch well before the last minute Christmas rush. So see your jeweler's beautiful Wadsworth Christmas selection while the choice of styles is complete, including all the popularly priced models.

PRODUCT OF ELGIN NATIONAL WATCH COMPANY

WADSWORTH

A GOOD WATCH AT A BETTER PRICE

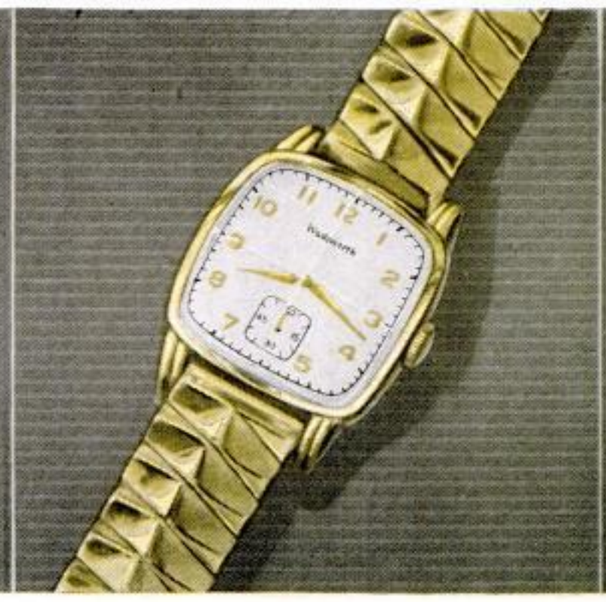
**Provided original seal is properly restored after opening for servicing. All prices include Federal Tax and are subject to change without notice*



HARTFORD. 17 jewels, luminous dial and hands. With Hadley expansion band, $35.75. With strap, $29.75



ELIZABETH. Bewitching beauty, 17 jewels. In this lovely expansion bracelet, $35.75. With cord, $29.75



ALTON. With popular faceted crystal, 17 jewels, matching expansion band, $35.75. With strap, $29.75



OLYMPIA. Pretty and practical. 17 jewels, luminous dial, sweep-second, shock and water-resistant.* Just $42.50

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In just 60 seconds, you can pick up the gift he's bound to like . . . an Adam Hat Gift Certificate that brings him the hat of his choice in the brand he prefers. He can make his choice from the newest and smartest styles, shapes, crowns, and colors. You can save time —and money too because Adam is the first name in hat *value* too!

ADAM GIFT CERTIFICATES AVAILABLE FROM $5.00 to $20.00.
Redeemable for hats and sportswear at 4000 ADAM dealers from coast to coast

ADAM
First Name In Hats • First Name In Sportswear

glove by Grandoe

SCRABBLE CONTINUED

Brunot is mildly shocked at the commercial attitude of dictionary publishers in general. Several of them have approached him, asking him to endorse one dictionary or another as the official Scrabble dictionary. These suggestions depress him. "It's only a game," he repeats. "It's something you're supposed to enjoy." He will not endorse any dictionary as the official dictionary.

One of the most depressing objects Brunot has yet received in the mail is a dummy dictionary about the size of a big telephone book. The correspondent who sent it to him proposed to print, for the benefit of Scrabble players, every single word (more than 550,000) that appears in the Merriam-Webster Unabridged, also with no definitions. The damage might be undone if someone else were to print every single definition in the Unabridged, with no words, and some sort of a match-up arranged, but an easier course would be simply to let the Unabridged alone, which is what will happen if Brunot has any say in the matter.

Brunot has been swamped by applications to permit the manufacturing of the game in foreign countries and intends to grant some. Nothing about the game need be changed for foreign use except the letter values. "J," which is relatively unusual in English and has a value of eight points, is very common in Dutch. Italian contains no "K," "W," "X" or "Y." In English and German about 40% of the letters in a given chunk of prose are vowels. In Spanish, French and Portuguese the figure is almost 50%. However these are small problems which can readily be worked out.

As to how soon the average consumer can walk into a retail store and buy the average $3 Scrabble game with no difficulty, Brunot has no idea. The $10 game is available in many stores, as is Skip-a-Cross, but the basic, medium-priced unit will be scarce for many months. All sorts of reasons for the scarcity are repeated and believed by frustrated shoppers, but most are untrue. There is no strike in the Scrabble factories, although production in Selchow & Righter's plant in New York was hampered by a teamsters' strike last summer, which upset many industries in the city. There are no lawsuits in progress—no one disputes the fact that Butts invented the game and that Brunot now has control of it. Production is not being deliberately retarded to stimulate long-term sales —Selchow & Righter is working two shifts a day.

Many consumers believe there is a shortage of the little wooden tiles or squares, but this is not so. The tiles are made of mountain maple in Bavaria, in a big factory called the Holzperlen und Spielwarenfabrik not far from Hitler's old hideout at Berchtesgaden. Thus far, H and S has turned out the fantastic total of 120 million tiles, and can turn out as many as are needed.

The real reason for the shortage is that James Brunot is a relaxed, happy man with a remarkable sense of perspective. He might have made several deals, not only with Selchow & Righter but with other manufacturers, who all together might have flooded the nation with Scrabble sets and Scrabble accessories. He did not bother to do so because what he would have made, after all, would have been MONEY.

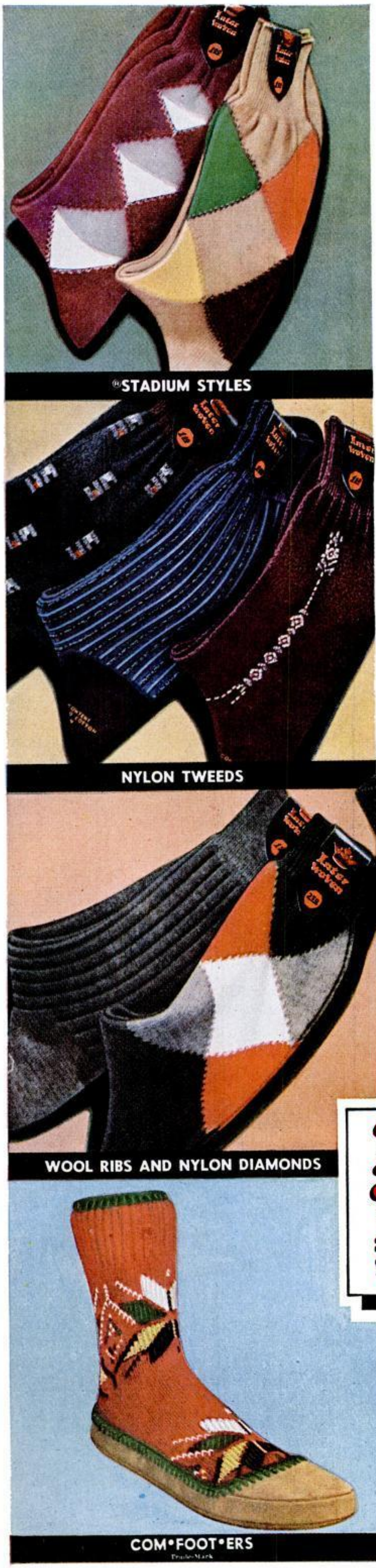


FACTORY IN THE COUNTRY near Danbury, Conn., a remodeled woodworking shop, makes complete $10 sets and stamps letters for $3 standard sets.

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Christmas Socks He'll be Glad to Fill

A whole wardrobe of them that he'll thank you for the year 'round. Socks for dress, business and casual wear knit of finely blended wool, ®spun-soft cotton or miraculous man-made fibers. Whatever your choice, ®Interwoven means the best—on your mantle or on your man.



Interwoven Socks

IMPORTED CLASSICS

Traditional favorites . . . argylls knit of the softest virgin wool but very shrink-resistant.

®STADIUM STYLES

Here's ®Interwoven perfection in ®Spun-Soft Cotton Argylls . . . for casual wear.

NYLON TWEEDS

Casual tweedy textures that commute in comfort—they're at home in city or suburbs

WOOL RIBS AND NYLON DIAMONDS

Good companions for town or country . . . completely shrink-resistant and hard to wear out.

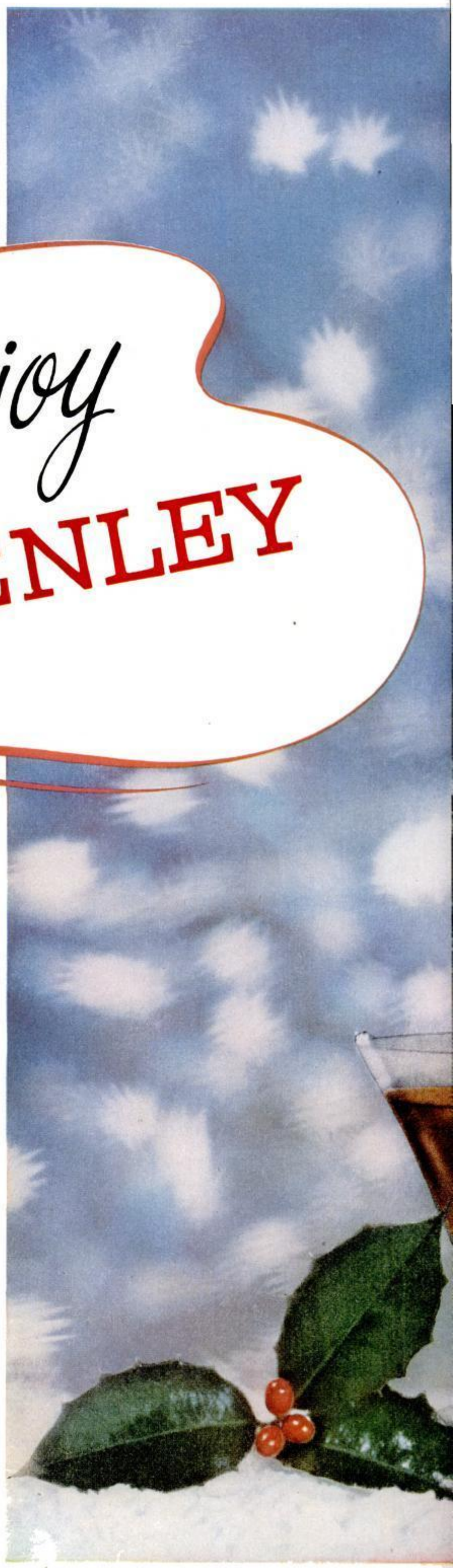
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Trade-Mark

Warm wool with soft leather soles . . . for relaxing hours. $3.50 a pair.

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A famous whiskey in a
fabulous holiday decanter



Give...serve...enjoy
today's SCHENLEY

To brighten your holidays, here is
the best-tasting whiskey in ages
in a gleaming crystal-bright decanter
at no additional cost

Hold the sleek decanter in your hands. Taste the subtle, satisfying flavor of the superb whiskey. Hear the excited compliments when you serve it.

Your own discriminating senses tell you: this is the perfect holiday gift. The gift that will be enjoyed and talked about and remembered for years.

Give Schenley to all the people on your list who know great whiskey and who appreciate a brilliant decanter. It's a gift that gives eloquent testimony to your own good taste!

Same fine whiskey in decanter or year-round bottle.

BLENDED WHISKEY, 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SCHENLEY DISTRIBUTORS, INC., NEW YORK, N. Y. © 1953

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ACTUAL SIZE (4/5 QT.)

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More white meat in this tender turkey!

Specially bred for a broader breast to give you extra white meat, and specially fed to make it tender and good, this Armour Star bird is the finest turkey you can buy. And one of the most economical, because there's less bone waste in an Armour Star extra-white-meat turkey.

It's table-dressed to save you the bother of cleaning and picking pin-feathers; quick-frozen so that you can buy it at your convenience — avoid last-minute rushing. And there's a complete roasting chart right on the label. Serve your Armour Star turkey bursting full of the family's favorite dressing and surround the serving platter with a wreath of fruits and nuts as we have done in our picture here. You'll have a Holiday dinner your folks will talk about for days!

Send for Marie Gifford's favorite recipes! For interesting recipes using Armour Star Poultry, write now to the famous Armour Home Economist, Marie Gifford, Dept. 624, Armour and Company, Chicago 9, Illinois.

You know it's good!

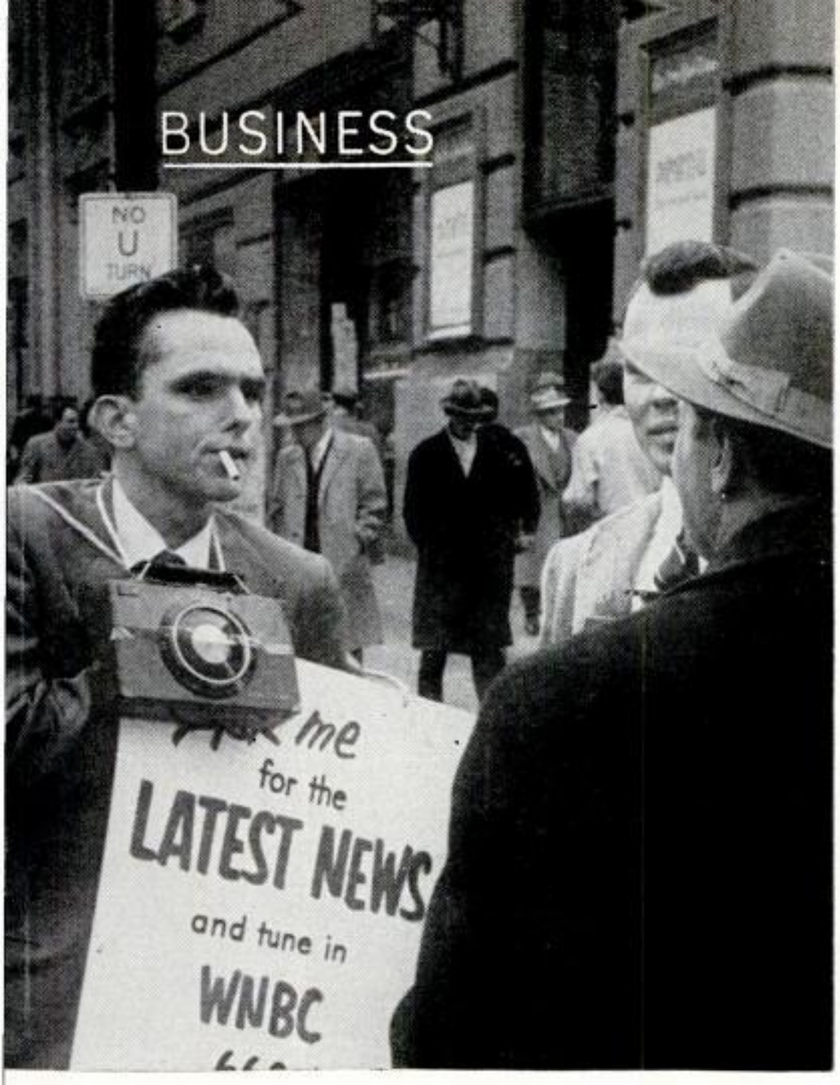
ARMOUR STAR

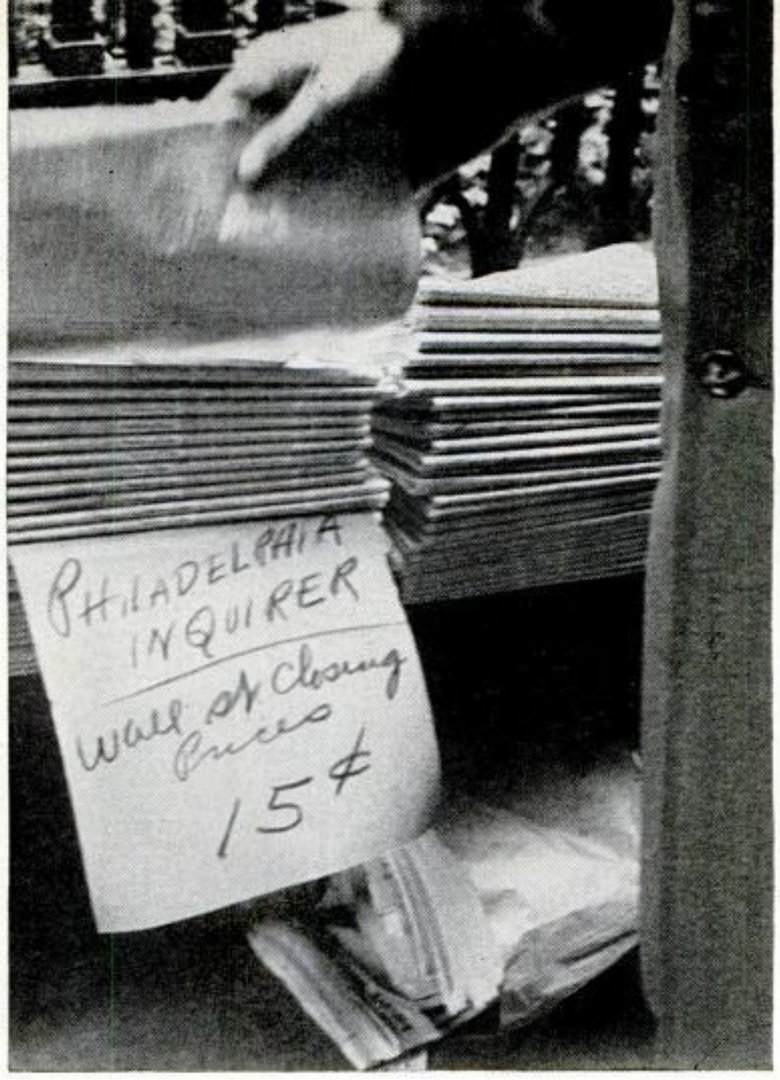
The Armour Star label is one of the world's great guarantees!





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A NEWSLESS BIG TOWN

How paper strike affects a city

New York housewives who hadn't seen their husbands' breakfast table faces in years now saw them with shocking clarity. There were no newspapers in between. In fact there were no newspapers. The photo engravers had gone on strike, other unions had walked out in support and New York had virtually nothing to read.

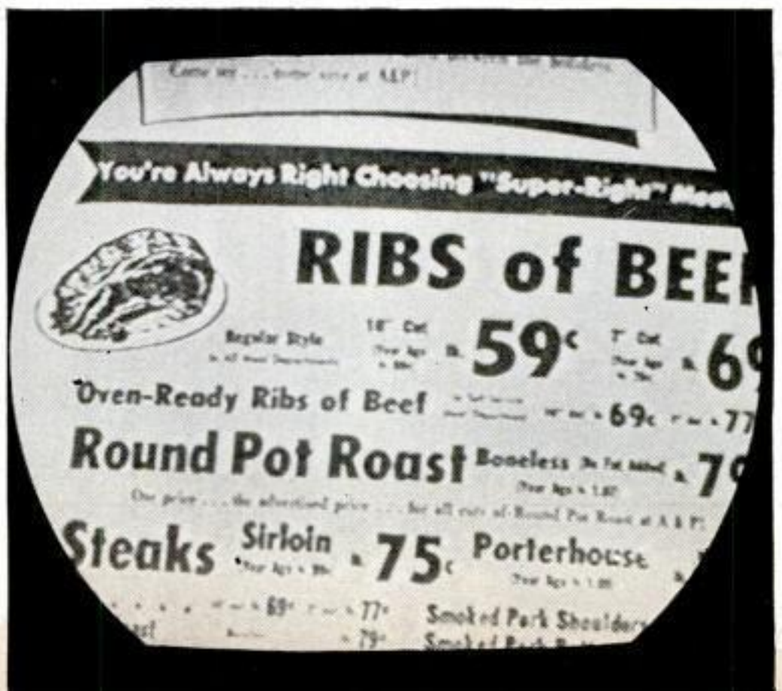
Young men (*upper left*) hired by a broadcasting station strolled around with portable radios telling people the news. Newsstand buyers (*top center*) snapped up out-of-town papers at 15¢ a copy. An eight-page edition of the *Herald Tribune*, and the New York *Enquirer*, a nondescript Sunday paper trying hard to turn daily—"That's a paper?" asked a woman (*top right*)—appeared briefly, abandoned the struggle, then decided to try again.

Lacking papers to deliver, circulation trucks of *Daily News* (*left*) and most of those used by other papers kept to their garages. While Yiddish readers, whose newspapers were appearing as usual, updated themselves on events, English readers sat glumly in the subways (*right*) studying their fingernails. *Li'l Abner*, advertisements for pot roast and demonstrators for department store toys appeared on TV (*below*). But retail business was falling off, and with no newspapers to print their pronouncements, the local politicians, one by one, were shutting up.



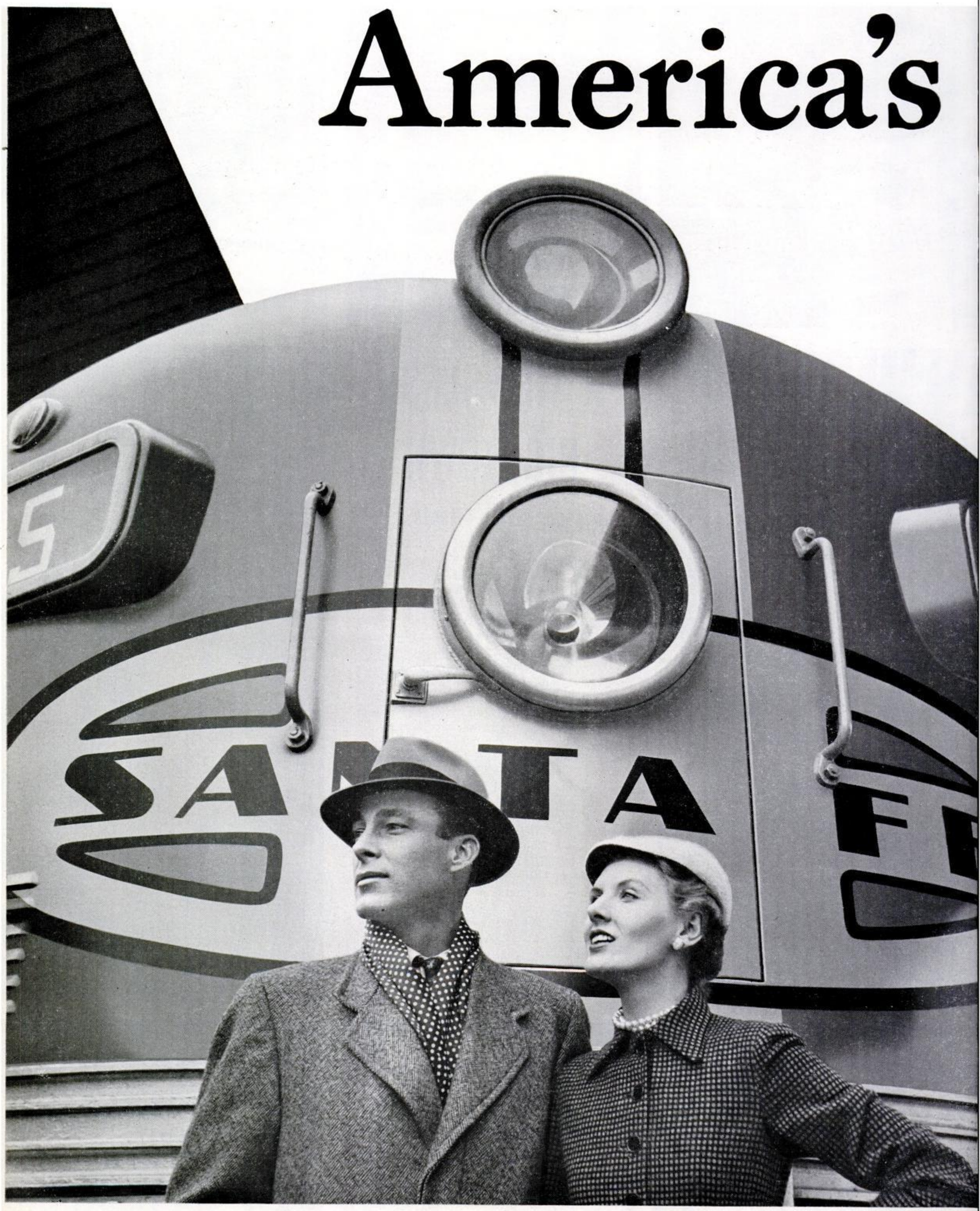








America's



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New Railroad

Looking ahead on the Santa Fe

You've been reading a lot this year about things that make and keep the Santa Fe "America's New Railroad."

New cars, new locomotives, new yards, new tracks, new communication methods, new streamliners and new freight services.

So it goes, day-after-day, on the Santa Fe—this building new. For only by constantly building and rebuilding can a railroad stay new and ready for the future.

So it will be in '54 and in the years ahead—with important new projects like these now under way:

NEW CHIEF TO SAN FRANCISCO... In early '54 a whole new streamlined train—the *San Francisco Chief*—from Chicago to the Golden Gate in 47½ hours, via the San Joaquin Valley through the colorful Southwest Indian Country.

NEW RAILROAD TO DALLAS... 48.5 miles of it. Now being planned to provide direct mainline service to shorten time and mileage for passengers and freight between Dallas and Chicago and points in Oklahoma, Kansas and the Midwest.

NEW IMPROVEMENTS ALL ALONG THE LINE... Little things, big things—all things that are important to the people who ship and ride on "America's New Railroad."

The millions of dollars this newness costs Santa Fe doesn't cost *you* a single penny in the taxes you pay.

* * * *

All these things help to provide better service for Santa Fe patrons. They inspire Santa Fe people—the men and women whose thoughts, ideas and physical efforts are what make the operation of "America's New Railroad" possible.

But their feeling for their railroad goes much deeper. It's a combination of things—a great respect for tradition, mixed with equal respect for the daring it has taken to break with tradition. It's a sharing of the "let's-do-it-better" spirit that keeps the Santa Fe growing *newer* every day.

SANTA FE SYSTEM LINES

Santa Fe

PROGRESS THAT PAYS ITS OWN WAY

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argus 75 $15.95

Case $2.50 Flash $3.80

You just can't miss with all these wonderful features:

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Argus 75 Gift Package

$23.50 COMPLETE

Everything you need for beautiful pictures—indoors or out! There's nothing else to buy—it's a *complete* **picture-making kit! You get the easy-to-use Argus 75, leather carrying case, plug-in flash gun, batteries, flash bulbs and film. A perfect gift for any occasion.**

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—world's easiest cameras to use



DOWNLESS DUCK SUCCUMBS

When this drake grew up without feathers and couldn't stop shivering, its owner, Mme. Roger Daudin of Poitiers, France, called in a doctor. He said nothing could be done (it was hereditary), so Madame remarked at least she wouldn't have to pluck this bird. But one chilly night the downless drake gave up, lay down and became a dead duck.

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THE NEW "REGISTRARS" with Add-A-Pass Bar. Snap-It, remove bar, add extra windows. Hers shown in Red, his in Cordovan. Each $5.

THE "CONTINENTAL". The billfold-purse with a French accent. $5. All three in luxurious, Polished Cowhide.

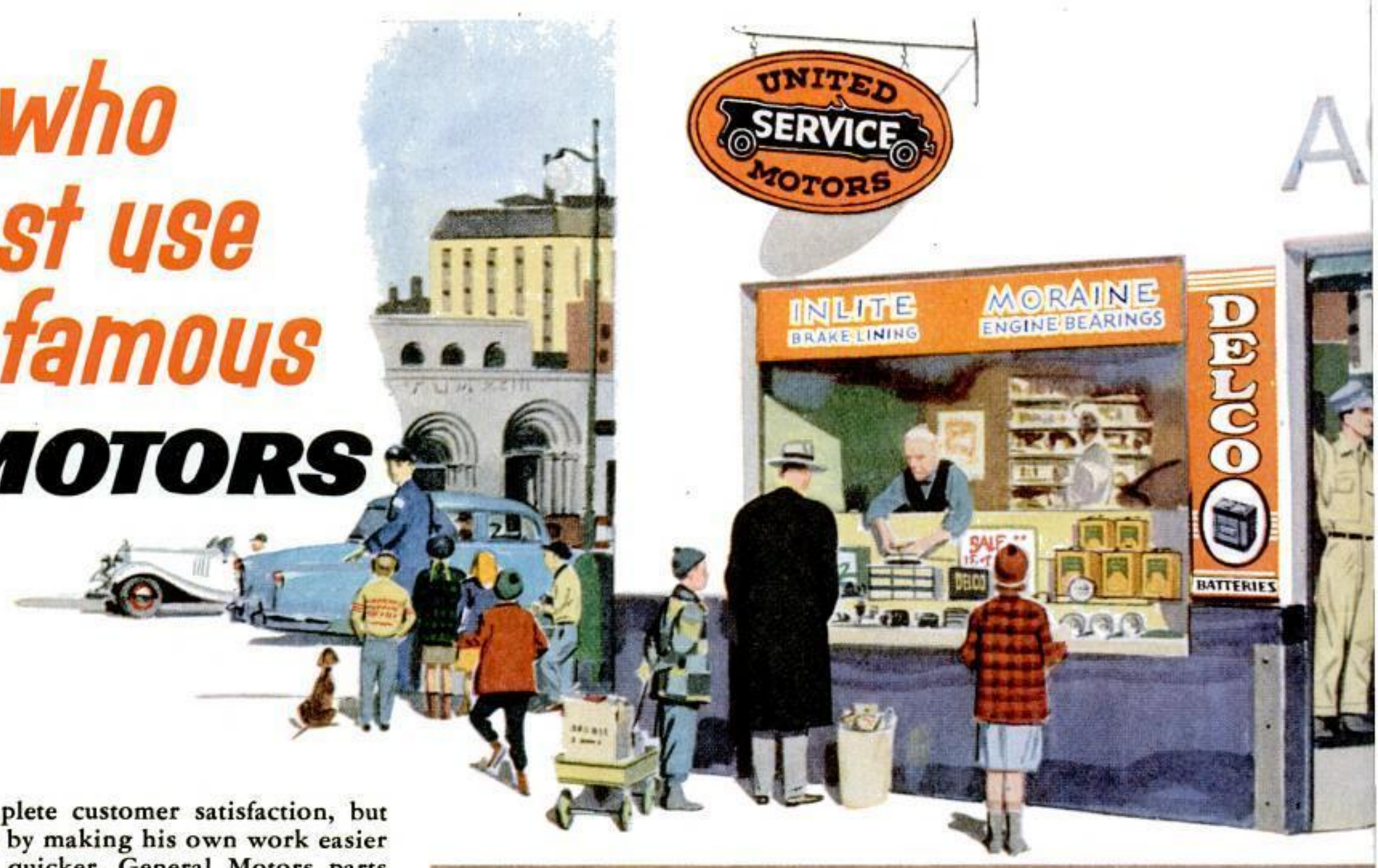
All prices plus tax.

More Americans carry the Registrar than any other billfold. **Prince Gardner** fine leather fashion accessories St. Louis 10, Mo.

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Servicemen who serve you best use these world-famous

GENERAL MOTORS parts and accessories



The first step in efficient service is to have the proper parts, and the conscientious repairman, who wants to give his customers the best in service, wants parts with proved performance records—parts with a fine reputation for quality—world-famous General Motors parts. This choice is to his advantage, not only by providing complete customer satisfaction, but also by making his own work easier and quicker. General Motors parts represent the great names in the automotive industry that are used as original equipment by leading vehicle manufacturers—parts that both he and you can depend on for better service—and longer service.



DELCO
Shock Absorbers

For more than twenty-five years, Delco has been the best known name in hydraulic shock absorbers. More than half the cars on the road are equipped with Delcos. Their exclusive "Engineered Ride Control," means that each shock absorber is specifically designed to meet the vehicle requirements.



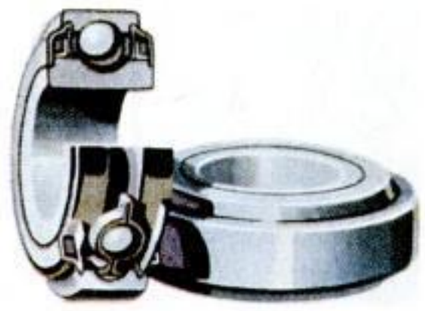
INLITE
Brake Linings

Famous among servicemen for reliable performance, Inlite brake lining is specially compounded for each braking system and engineered for each vehicle. Original equipment on many fine cars, this one-quality, top-quality brake lining offers extra miles of safe, smooth stops at all speeds.



Guide Lamps

Since 1906 Guide has played an important role in the development of automotive lighting. Today, Guide produces headlamps, fog lamps, spot lamps and glareproof mirrors for a large portion of the country's passenger cars, trucks, buses and tractors. This unprecedented popularity recommends Guide as the wise choice for good automotive lighting.



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Established in 1889, New Departure is a pioneer in the ball bearing business, and is now among the world's leading producers. New Departure makes countless types and sizes of ball bearings for thousands of applications in passenger cars, trucks, buses, tractors and stationary engines.



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Delco "Super 11" heavy-duty brake fluid is recommended for all-weather brake safety. It exceeds S. A. E. standards by a generous margin, and has been nationally accepted for its quality. Delco also makes a complete line of hydraulic brake control parts for all General Motors cars and light trucks.



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For over 60 years the wheels of America have turned easier on Hyatt roller bearings. Their high-load capacities, longer life and smooth, noiseless operation have won them the respect of many industries in addition to the automotive industry. They are preferred for original equipment and replacement use.

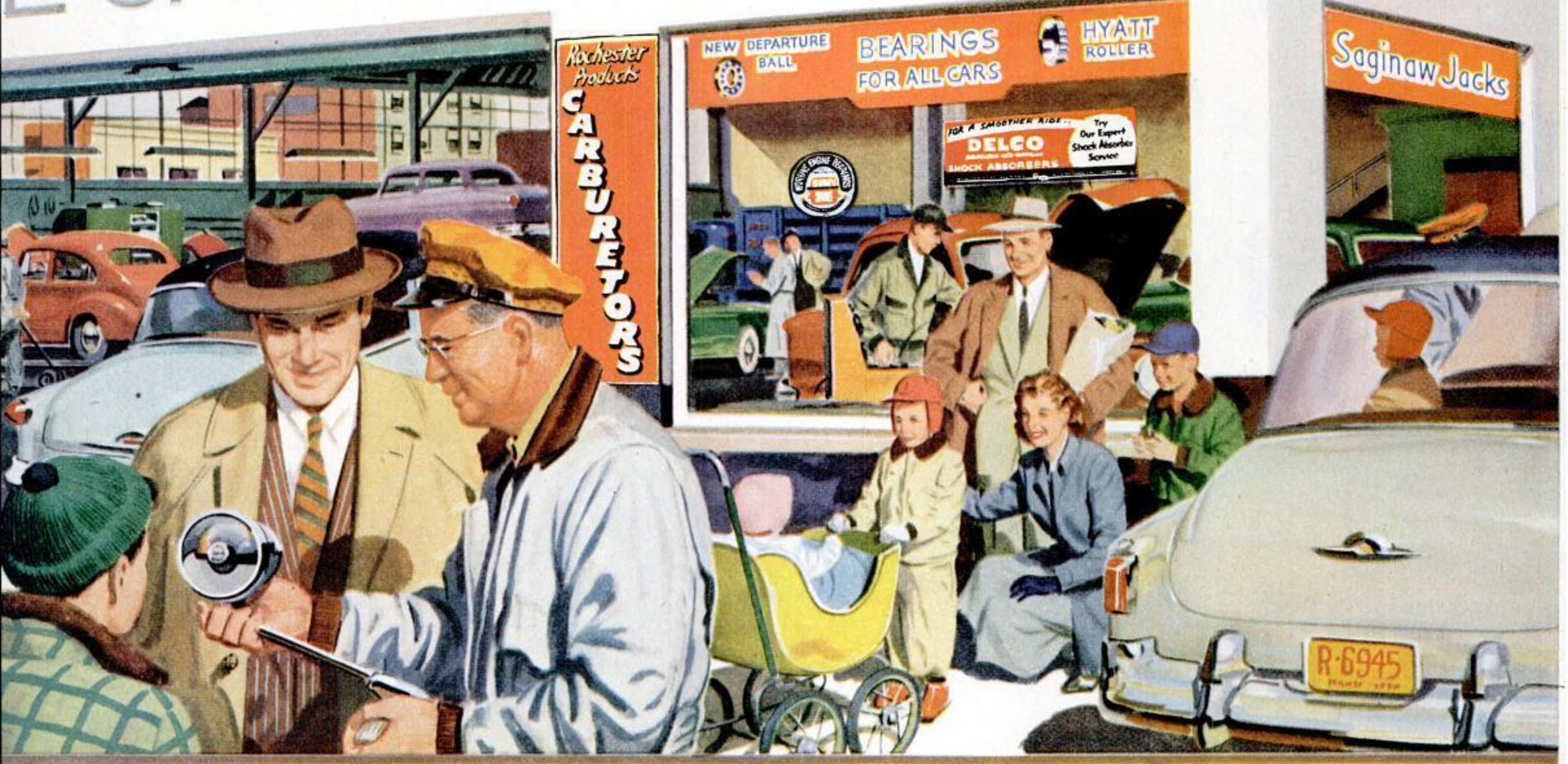


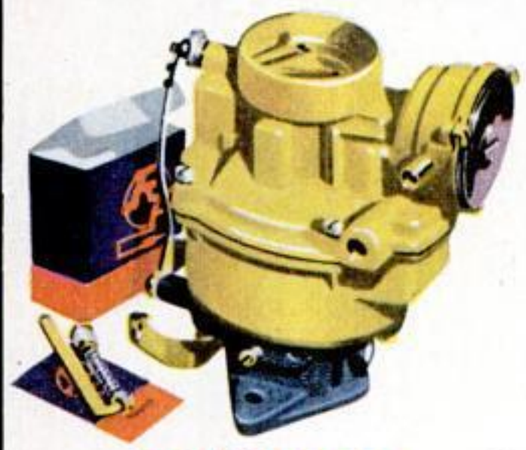
Delco-Remy
Starting, Lighting, Ignitio

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E GARAGE





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For outstanding performance—it's Rochester advance-design carburetor! Rochester produces original equipment carburetors for Chevrolet starting with 1950, Oldsmobile from 1949 and Cadillac from 1951. Also, Rochester supplies replacement carburetors for all Chevrolets from 1932.



HARRISON
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Harrison's 35 years of experience in heat-transfer units have made Harrison synonymous with superior engine temperature control. Harrison thermostats are selected by leading automotive manufacturers for original equipment and recommended by servicemen everywhere for replacement use.



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From the start of the industry, Packard Electric has been a leader in automotive wiring. Engineers who design cars, trucks, buses and tractors, and servicemen who maintain them, prefer Packard battery, ignition and lighting cable. Packard's built-in quality stands up to hard, constant wear.



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Use of the ingenious re-circulating-ball principle makes the Saginaw Jack unique. Ball bearings rolling between the screw threads provide almost friction-free operation. The heaviest of cars can be raised with ease, and the jack handle will not slip or spin when the car is lowered.



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Delco, the nation's No. 1 battery, is first choice for original equipment and replacement use. In trucks, cars, tractors and buses, the "balanced power" of Delco batteries has proved the worth of General Motors research and Delco engineering. Available in all sizes and capacities, including 6- and 12-volt.



MORAINE
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In keeping with Moraine's policy to match advancements in the automotive industry, the "Type 100" engine bearing was developed specifically for modern, high-compression engines. This new bearing offers greater resistance to fatigue, scoring and corrosion on both passenger cars and trucks.

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Full Dress *for the Holidays...*



Exclusive gift design by **OLD FORESTER**

America's Guest Decanter festively gift-boxed for the Holidays

"There is nothing better in the market"

KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF • BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY

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REDSKIN BITES DUST . . .

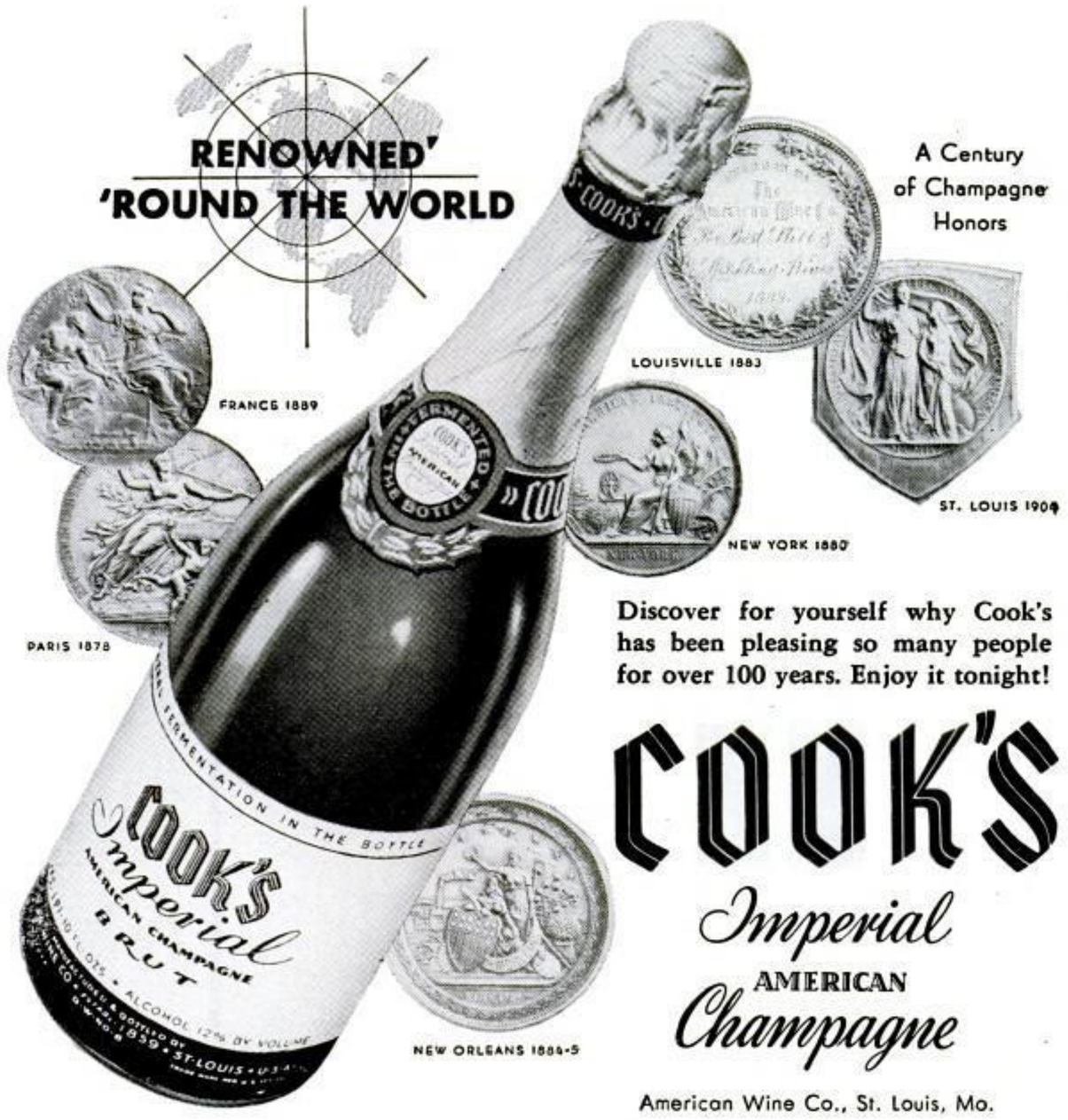


. . . PALEFACE BITES DUST



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Your Deltah Jeweler's Gift to You!



THIS LOVELY GOLD-FILLED
SIGNATURE DISC
WORTH $3.00



YOURS—AT NO EXTRA COST
WITH YOUR PURCHASE OF A
DELTAH
White Ermine
SIMULATED PEARL
NECKLACE OR COLLAR

Two treasures — for the price of one! A double thrill . . . to own *Deltah's* gloriously radiant White Ermine quality simulated pearls — and to get as a gift, a fashionable gold-filled signature disc, worth $3.00, to hang on a bracelet!

From the White Ermine collection — "Royal Majesty" graduated necklaces, and "Royal Queen" adjustable collars, all with fiery rhinestone clasps.

one strand	$12.75
two strand	$15.50
three strand *(on model)*	$18.00
Newport bracelet	$9.25

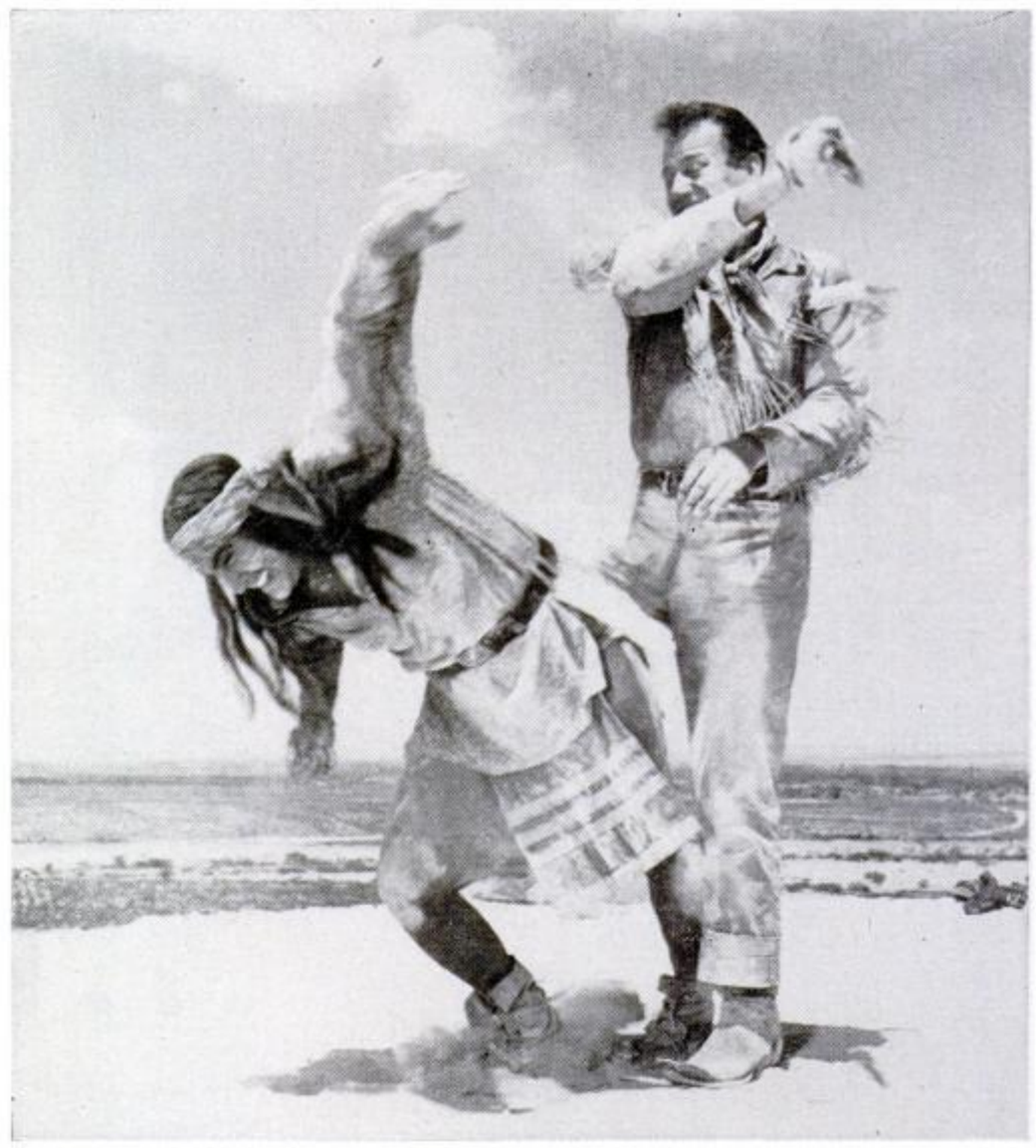
AT BETTER JEWELERS
Deltah
SIMULATED PEARLS

L. HELLER & SON, INC. • 411 FIFTH AVE., NEW YORK

'HONDO' IS 3-D's BEST

The bellicose acrobatics on this and the preceding page, from John Wayne's new movie *Hondo*, would be good in any dimension. But they are tailor-made for 3-D and help turn *Hondo* into the best 3-D movie to come out so far. The film is beautifully photographed in the new WarnerColor process and with the added feature of depth will have theater audiences dodging spears, knives, horses, hatchets and Indians for whatever their lives are worth.

Hondo is what is known to the trade as an "offbeat western." This implies that there is a moral or psychological meaning underlying the gunplay, beautiful scenery and Indian ambuscade inevitable in the usual "oater." In *Hondo* there is a moral all right—something about truth *vs.* falsity and the sad passing of Indian culture. But the moral gets second billing to some of the most nonmoral, nonpsychological physical violence of good guys *vs.* bad guys to be filmed in a long time.



CAPTURED BY INDIANS, HONDO (JOHN WAYNE) FLOORS ONE IN A FIGHT



SAME INDIAN RECOVERS AND DOWN GOES WAYNE, BUT NOT FOR LONG

CONTINUED ON PAGE 128

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REST
ASSURED,
SANTA...

SHE'LL
LOVE
YOU
FOR
GIVING
MOJUD!

Mojud Magic-Motion Stockings give extra glamour and extra wear . . . because there's extra "give" and spring-back in the knit.

Mojud Lingerie is what a lovely lady loves best . . . underneath it all!

For nearest dealer, write Mojud Co., Inc., 385 Fifth Ave., New York 16, N. Y. © 1953.

MOJUD®

stockings and lingerie

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A HERO'S HEADACHES



HONDO GRABS GUN FROM SCARED RANCHER'S WIFE (GERALDINE PAGE)



APACHE CHIEF TIES DOWN HONDO TO TORTURE INFORMATION FROM HIM



IN A BAR BRAWL ANGRY HONDO BREAKS A CHAIR OVER THE VILLAIN

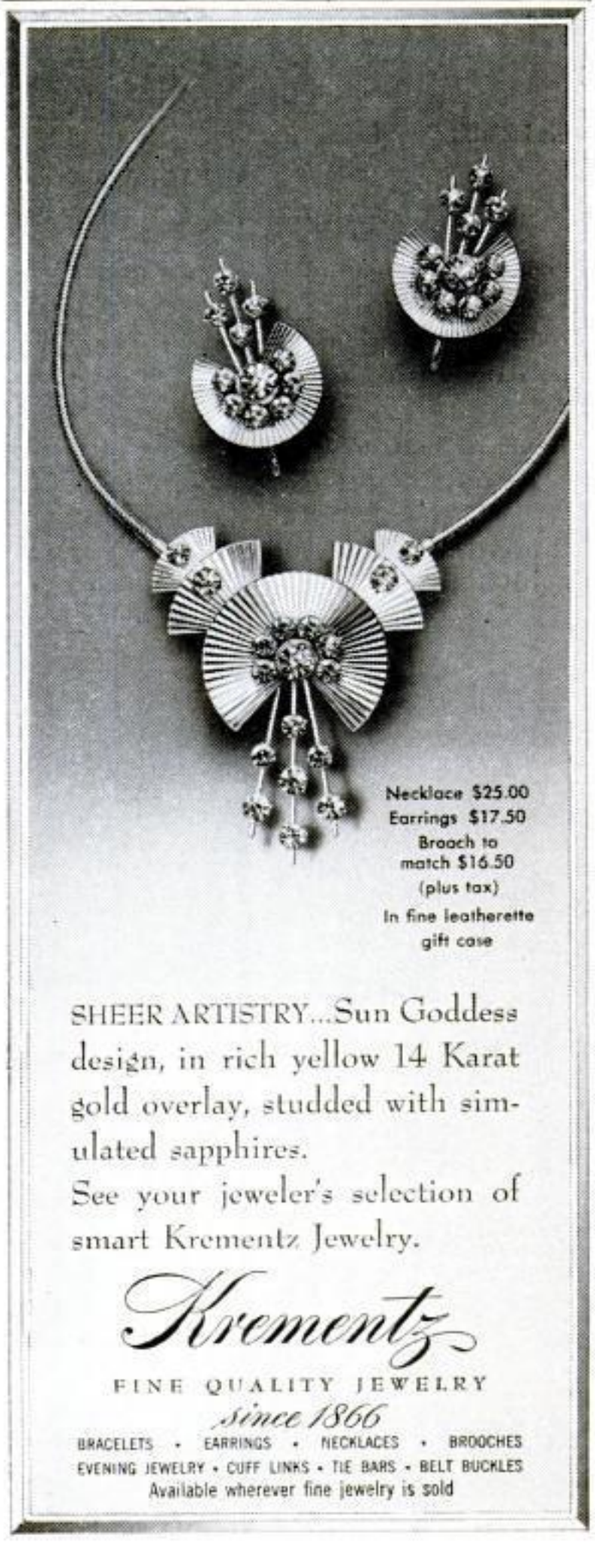


DON'T BE HALF A HOST!



For Smoother, Lighter Drinks
Step Up to KING Whisky!

BLENDED WHISKY. THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 37½% STRAIGHT WHISKIES, 62½% GRAIN NEUTRAL SPIRITS. 86 PROOF. BROWN-FORMAN DISTILLERS CORP. AT LOUISVILLE IN KENTUCKY.



Necklace $25.00
Earrings $17.50
Brooch to match $16.50
(plus tax)
In fine leatherette gift case

SHEER ARTISTRY...Sun Goddess design, in rich yellow 14 Karat gold overlay, studded with simulated sapphires.
See your jeweler's selection of smart Krementz Jewelry.

Krementz
FINE QUALITY JEWELRY
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BURGESS BATTERIES

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So many men and women have requested copies of Jim's heartwarming letter to his wife Peggy that we republish it again this Christmas.



To Peggy– for marrying me in the first place . . .

for bringing up our children—while I mostly sat back and gave advice.

for the 2,008 pairs of socks you've darned.

for finding my umbrella and my rubbers Heaven knows how often!

for tying innumerable dress ties.

for being the family chauffeur, years on end.

for never getting sore at my always getting sore at your bridge playing.

for planning a thousand meals a year—and having them taken for granted.

for a constant tenderness I rarely notice but am sure I couldn't live without.

for wanting a *good* watch ever so long . . . and letting your slow-moving husband think he'd hit on it all by himself.

for just being you . . . *Darling, here's your Hamilton with all my love!*

Jim



For Christmas . . . it means so much more to give . . . or get . . . a

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Engineering enterprise and

HELICOPTER VIEW of new Pittsburg (Calif.) Station of Pacific Gas and Electric Co. shows huge engineering investment required for a modern electric power plant. G-E turbine-generators (painted red in picture) will supply 600,000 kilowatts for California's growing power needs.

GENERAL ELECTRIC

Al Moschetti material

financial daring make electricity today's greatest bargain

Billions of dollars for expansion by far-sighted electric utilities provide more goods, better living for America

What's the post-war miracle that has made possible all the extra electricity for America's astonishing growth of bright new homes . . . its 21 million new TV sets . . . its host of new electrical appliances . . . and its factories making more things than we've ever had before?

You get a glimpse of the answer in the tremendous construction pictured at left. It's a new $75,000,000 electric power plant that will soon pour out the electrical equivalent of 800,000 additional horsepower for the people served by one of America's most progressive electric utilities, the Pacific Gas and Electric Company of California.

Marvel of engineering enterprise, this plant is just one example of an expansion program on which electric utilities will spend 20 billion dollars in the period 1945 through 1955. Financial daring in undertaking this huge expansion is one reason why America now has twice the electric power of only ten short years ago. And in spite of doubled and tripled costs of almost everything else, electricity still comes to you at prices that make it the greatest bargain your dollar can buy.

General Electric steam turbine-generators play a vital part in making possible today's abundant, low-cost electricity. Thanks to G-E engineers and skilled workmen, the most efficient turbine-generators now produce more than twice the electric power of 30 years ago from every pound of fuel. Working with electric utilities, General Electric will continue to help keep electricity your most valuable servant and your greatest bargain. General Electric Company, Schenectady 5, N. Y. 254-15



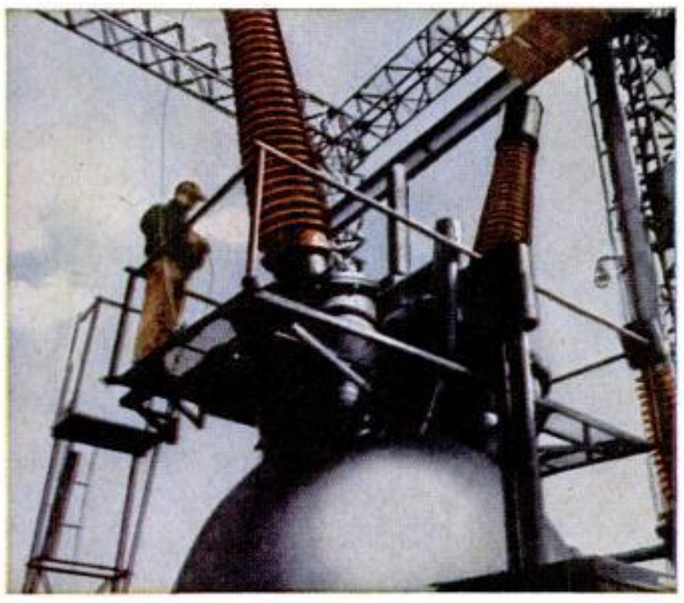
ENOUGH ELECTRICITY TO LIGHT a million 100-watt bulbs is made by a single General Electric turbine-generator like this. Weighing hundreds of tons, it is built with the precision of a fine watch. The story of this marvelous machine is told in a new booklet "Power Maker for America." For your copy, write Section 254-15L, General Electric Company, Schenectady 5, N.Y.

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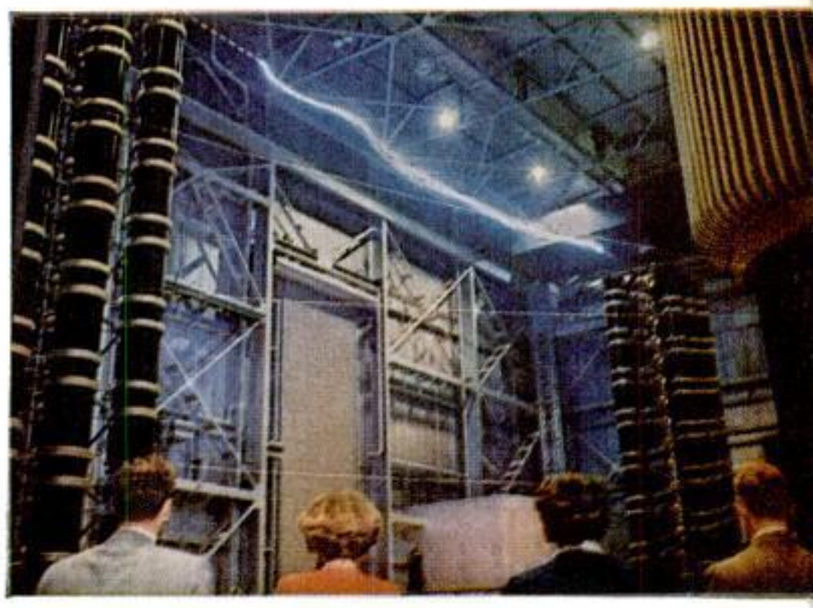


Photo: Pacific Power & Light Co.

BIG DAMS LIKE THIS have been built by electric utilities to generate electricity from water power. The General Electric generators turn on bearings so precisely made that millions of pounds are supported on a microscopic film of oil.



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GENERAL ELECTRIC

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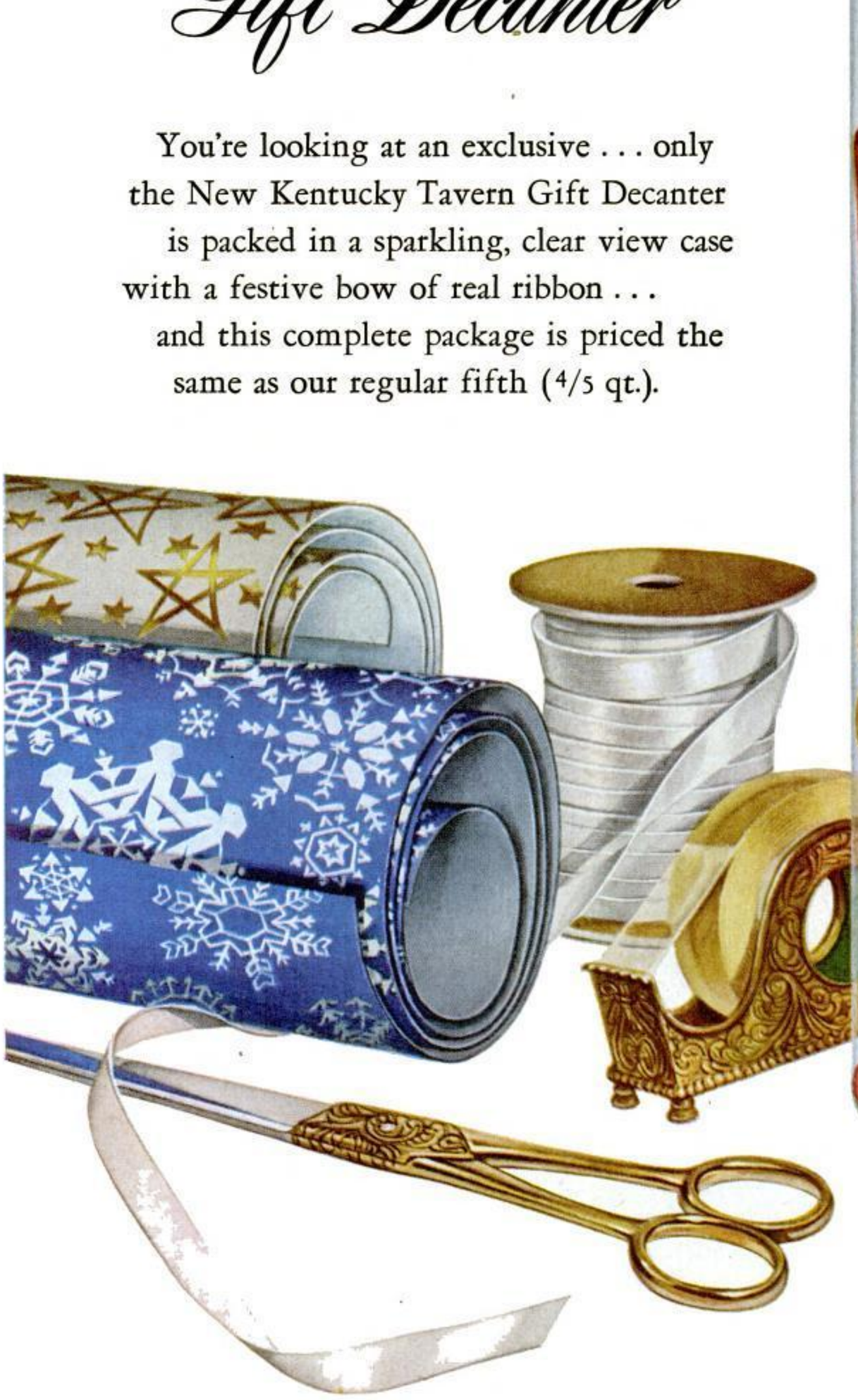
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and this complete package is priced the
same as our regular fifth (4/5 qt.).





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GLENMORE DISTILLERIES COMPANY • LOUISVILLE, KY.

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STUDENTS OF EVERY ENVIRONMENT AND ALMOST EVERY SCHOLASTIC LEVEL POUR INTO DAVENPORT HIGH SCHOOL FOR THE START OF THEIR SCHOOL DAY

AN EXAMINATION OF SECONDARY EDUCATION: FIRST OF A SERIES

U.S. PUBLIC HIGH SCHOOL

Comprehensive program serves the broad needs of an Iowa city

PHOTOGRAPHED FOR LIFE BY YALE JOEL

From September to June, on every school day of the year, the scurrying scene above is a familiar sight to anyone in the vicinity of the big sandstone building that stands atop a slope of Davenport, Iowa's Main Street. It is the frantic fraction of the morning when 2,003 boys and girls swarm about the Davenport High School and funnel themselves inside to be exposed to what eager adults who await them term secondary education. It is a performance repeated in city, town and village across the land, the start of an average day for average American teen-agers, who are mostly unaware their educational experience is unique—in all the world—to them.

The Davenport High School they go to is the same school that many of their parents went to. Physically the main building is little different to the eye than on the day it opened in 1907. But much of what Davenport's youngsters of 1953–54 are taught was hardly dreamed of a generation ago, for Davenport High has become a "comprehensive" high school. The students still get classics, but their courses are no longer confined to subjects given mainly for those going to college. There are still schools in the U.S. which serve this function exclusively, but Davenport High is a public school and it is the public schools which serve 89% of the seven millions who attend American secondary schools today. Into Davenport High each day come students with different backgrounds, racial, religious and economic, each with his own problem of how to fit into a changing society and each with his own prospects and aspirations for the future. How Davenport, a typical but better-than-average American public high school, serves that purpose is shown on the following pages, in this first of a series of LIFE articles which, over the next several months, will explore and explain the main aspects of U.S. secondary education today.

CONTINUED ON NEXT PAGE

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REPORT CARD — DAVENPORT HIGH SCHOOL, DAVENPORT, IOWA — August 1953—Jan. 1954

Pupil Fagner, Lon — Counselor Miss Burianek

Home Room A — Grade 12 — Credits Earned 17

REPORT PERIOD ENDING

SUBJECT	Oct. 9	Nov. 25	Jan. 22	[illegible]	TEACHER
Grammar					M. JOHNSTONE
Am. Govt.					Gd Potter
III Algebra					Russell W. Bickford
I Chemistry					Hrmoney
Phys. Ed.					FOX & SEIDLER
DAYS ABSENT					
TIMES TARDY					

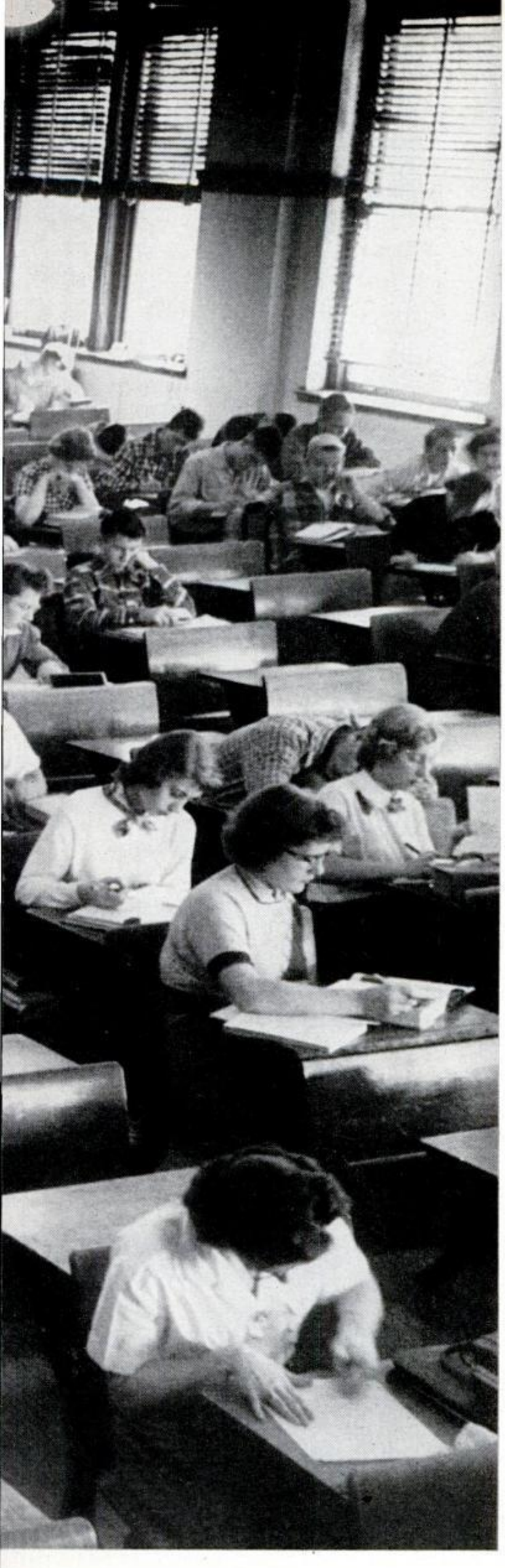
PARENT'S SIGNATURE IS REQUIRED ON BACK OF THIS CARD

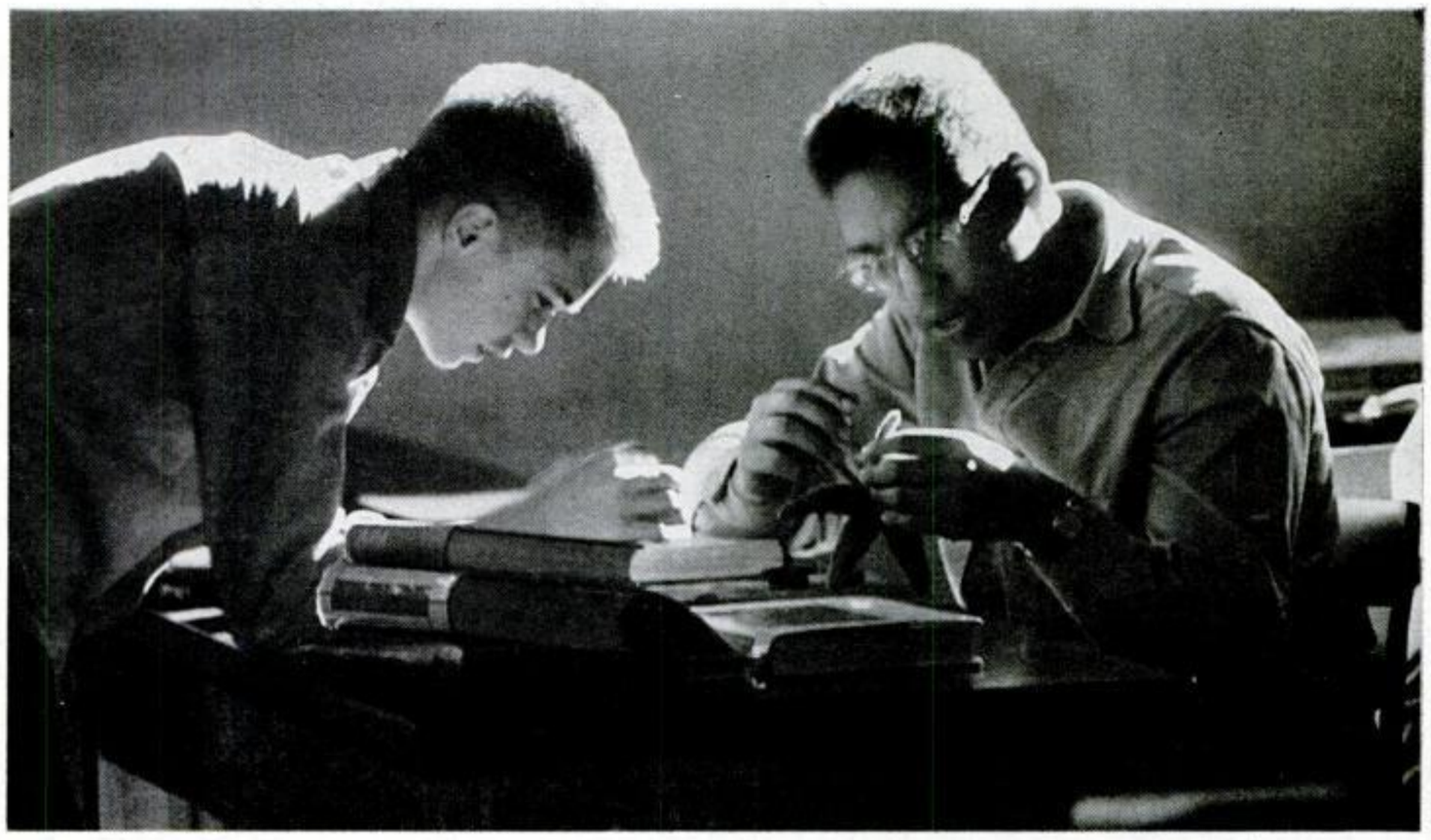
LIBERAL ARTS REPORT CARD of Senior Lon Fagner (*bottom, opposite page*) shows strictly college preparatory course. He plans to take up dentistry at Northwestern University. Grammar Lon is taking is special precollege brush-up course offered to seniors only.

LIBERAL STUDIES ARE BASIC AND LIVENED UP IN CLASS

In a plant that is badly lighted, poorly ventilated, overcrowded and always in need of repairs, Davenport High offers 127 courses, spanning almost everything from algebra to zoology that might interest a teen-ager and help him prepare for his future. Everyone gets some of the traditional liberal arts through required courses in English, history and science. All other credits are electives, whether math or Romance languages, courses in dietetics or personal relationships. Whenever possible arts courses are enlivened by such devices as permitting a parrot to come to class (*opposite page*). Some critics condemn this as gimmickry, but the liberal arts program gives solid preparation for college, and college admission boards have a high respect for Davenport applicants. Of this year's graduating class 40% of the boys and 20% of the girls will go on to college.

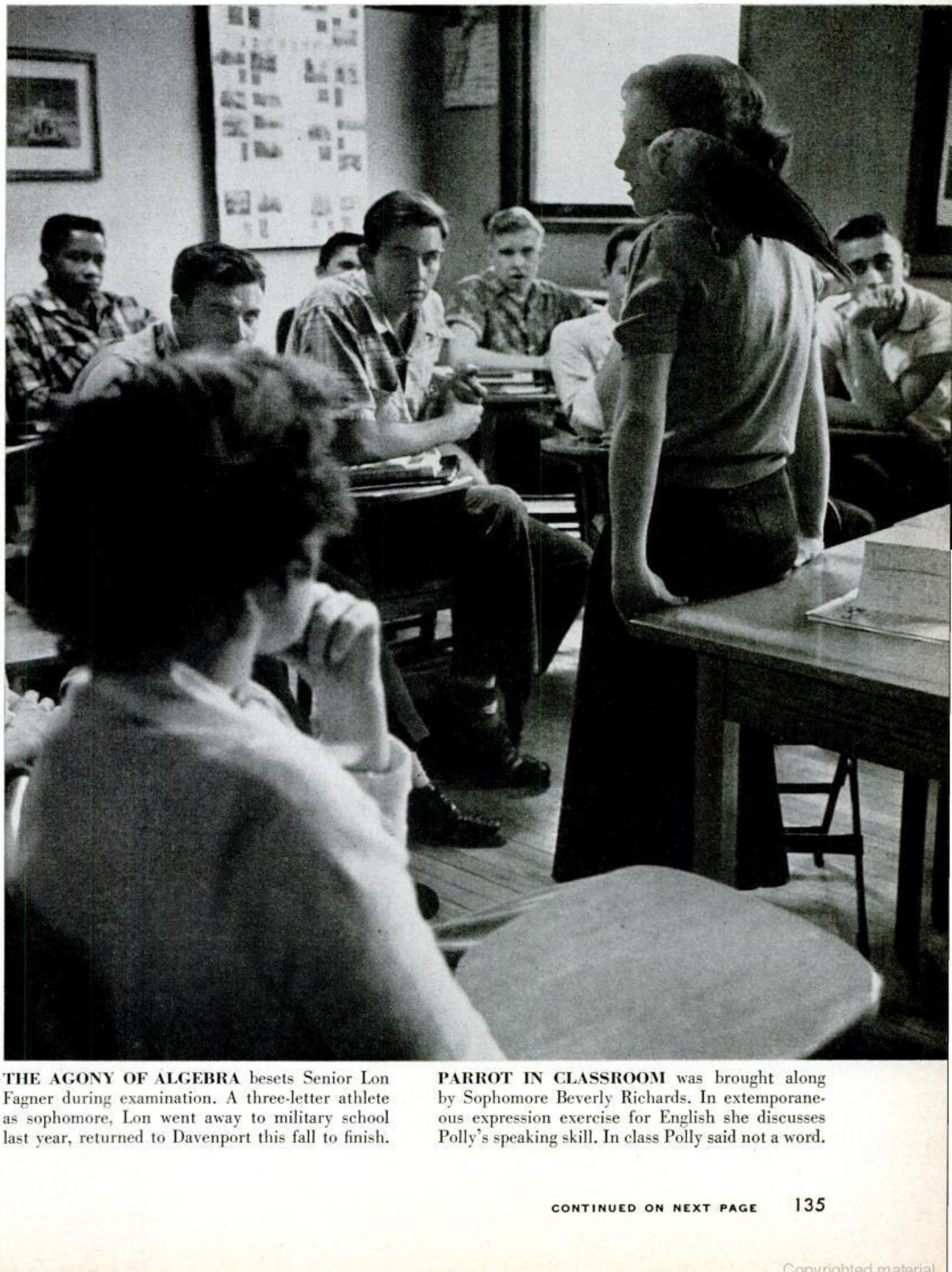
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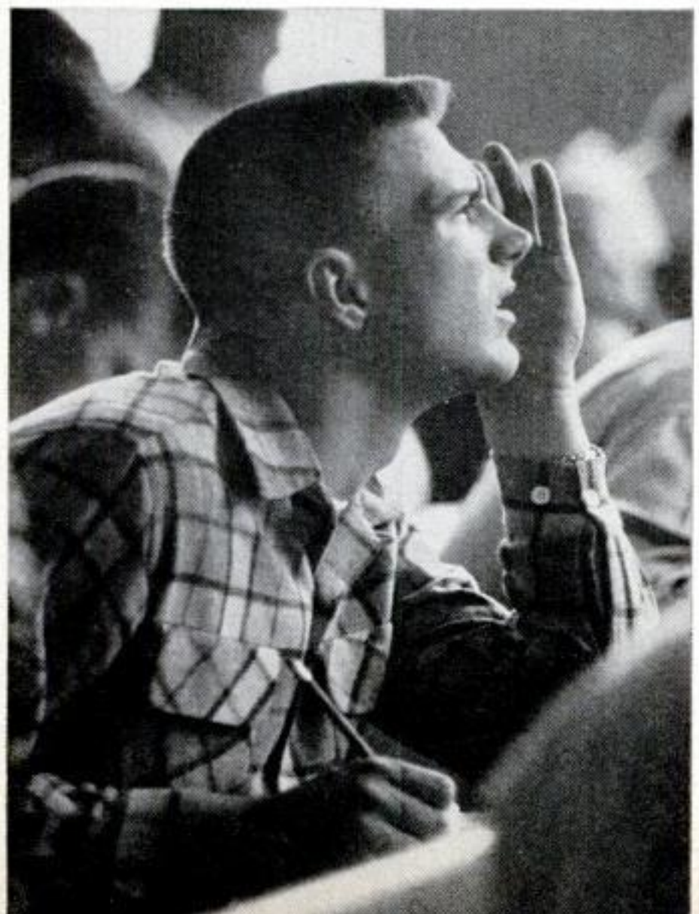




SILENT STUDY HALL, one of two which seat 389 students each, is in use from first period of day to last. Since 52% of students work at outside jobs, school permits light snoozing here, too.

CLASSICAL EXPERIMENT of dissecting starfish is performed by Harley Pyles (*left*) and George Nicholson in zoology, one of seven sciences offered which include Agriculture and Earth Science.



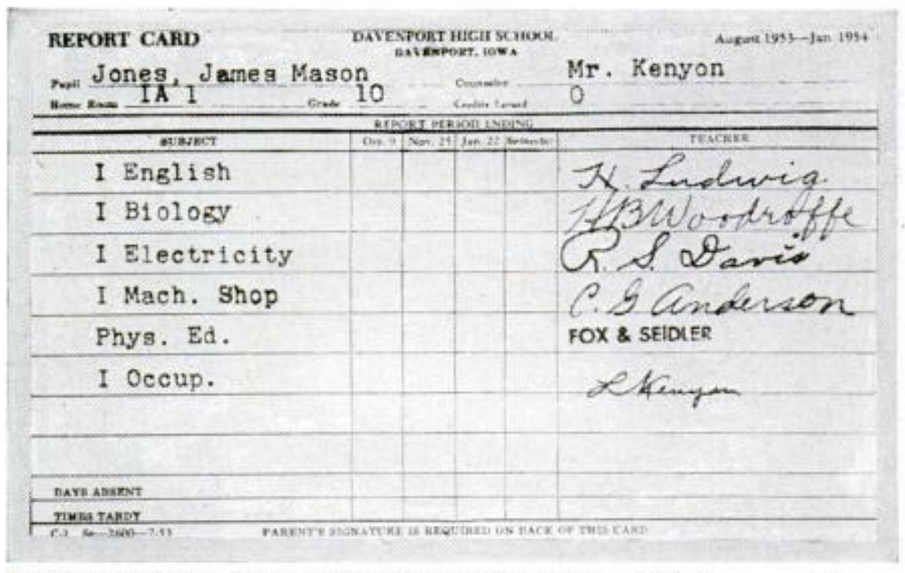


THE AGONY OF ALGEBRA besets Senior Lon Fagner during examination. A three-letter athlete as sophomore, Lon went away to military school last year, returned to Davenport this fall to finish.

PARROT IN CLASSROOM was brought along by Sophomore Beverly Richards. In extemporaneous expression exercise for English she discusses Polly's speaking skill. In class Polly said not a word.

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REPORT CARD — DAVENPORT HIGH SCHOOL, DAVENPORT, IOWA — August 1953—Jan. 1954

Pupil: Jones, James Mason — Counselor: Mr. Kenyon
Home Room: IA 1 — Grade: 10 — Credits Earned: 0

SUBJECT	REPORT PERIOD ENDING: Oct. 9	Nov. 25	Jan. 22	(trimester)	TEACHER
I English					H. Ludwig
I Biology					H B Woodruffe
I Electricity					R. S. Davis
I Mach. Shop					C. G Anderson
Phys. Ed.					FOX & SEIDLER
I Occup.					L Kenyon
DAYS ABSENT					
TIMES TARDY					

C-J 6e—2600—7-53 — PARENT'S SIGNATURE IS REQUIRED ON BACK OF THIS CARD

VOCATIONAL COURSE REPORT CARD of Sophomore James M. Jones (*bottom of page*) shows interest in elective shop subjects. "Occupations," a course which includes vocational aptitude testing and survey of local industries, is required of all 10th grade students.

USEFUL SKILLS REPAIR SKIRTS AND OLD CARS

The expanding industries of Scott County, of which Davenport (pop. 74,549) is the seat, provide a big labor market. To fit themselves into it more than half Davenport High's students take industrial, vocational and commercial courses along with the required liberal arts. School authorities know that within a year after graduation 48% of next June's departing seniors will have gone to work in and near Davenport, and that most of them are not likely ever again to seek formal schooling. The community is getting them ready for their weekly pay checks with courses like welding, machine shop, printing, electricity and automotive repairs for boys, and secretarial and office-machine courses for girls.

Within a year after they are graduated 25% of the girls will marry and set up housekeeping. For them particularly there is purpose in home economics instruction that years back, before girls were so numerous in the schools, they got at home—courses in cooking, dressmaking and child care.



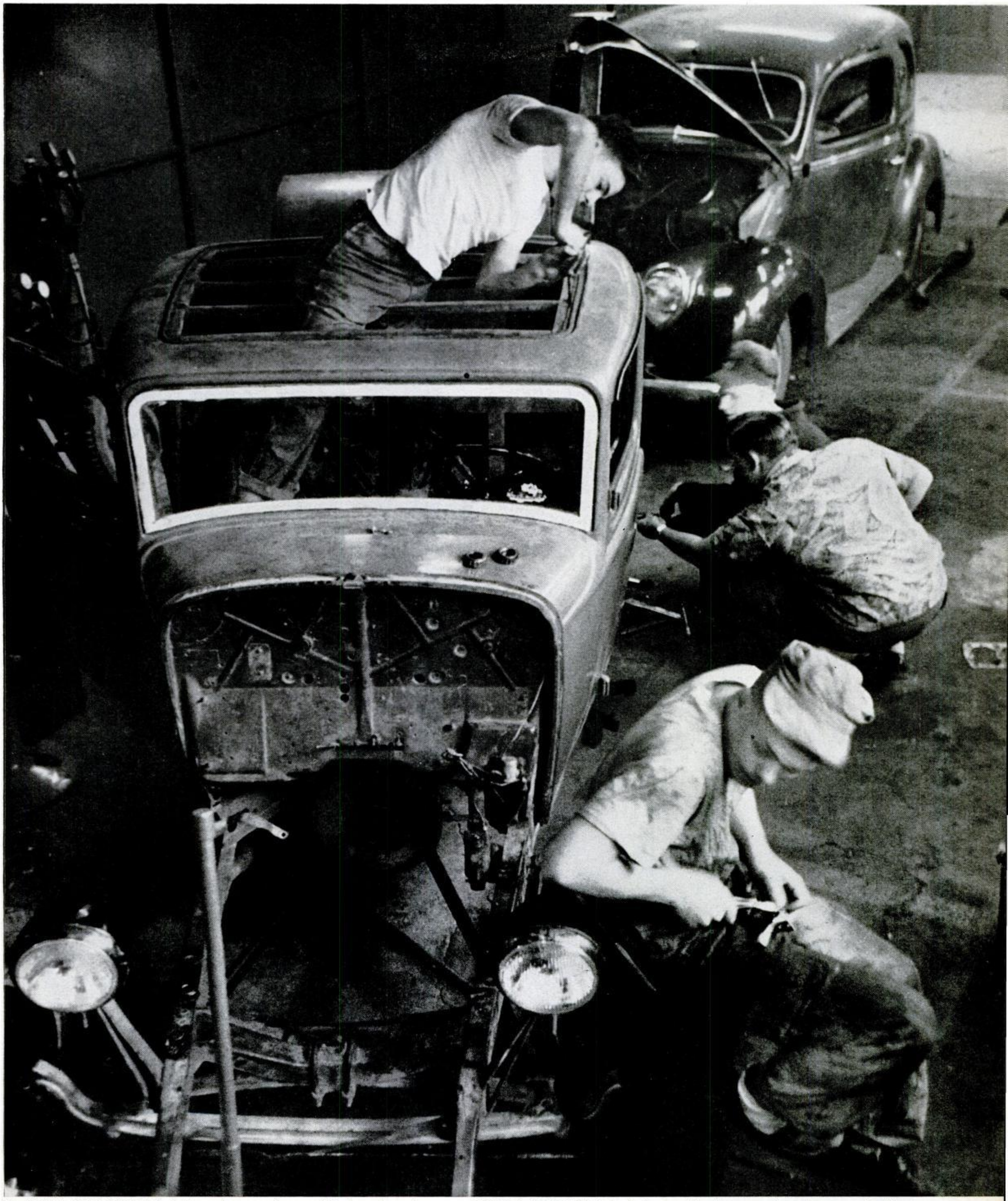
PROBLEM IN HEMLINES is the subject of conference among Senior Carol Jasper (*standing*) and fellow students in a dressmaking course. Carol is completing a commercial course, hopes to get office job when she graduates, expects to ease budget by making use of this course to make some of her own clothes.



WELDERS AT WORK, under eye of their instructor, Roger Feisner (*third from left*), practice with oxyacetylene torches on metal plates as part of two-semester course. When using arc welding equipment they work in individual booths (*right*), which are reconverted rest-room booths of the World War II era.



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← **MACHINE SHOP EXAM** includes written test in use of basic tools such as lathe and drill press. Here, James M. Jones (*opposite page*) ponders a question about micrometers. In his senior year James plans to take "co-op shop," get a part-time job in industry and get pay as well as school credit for his time.

JALOPY PROJECT (*above*) in vocational automotives class permits Jim Glaudel (*top*) to bring his own car into the school so fellow students can help him enhance his original $50 investment. When they are through, this collection of nuts and bolts will have new top, hydraulic brakes and an engine to propel it.

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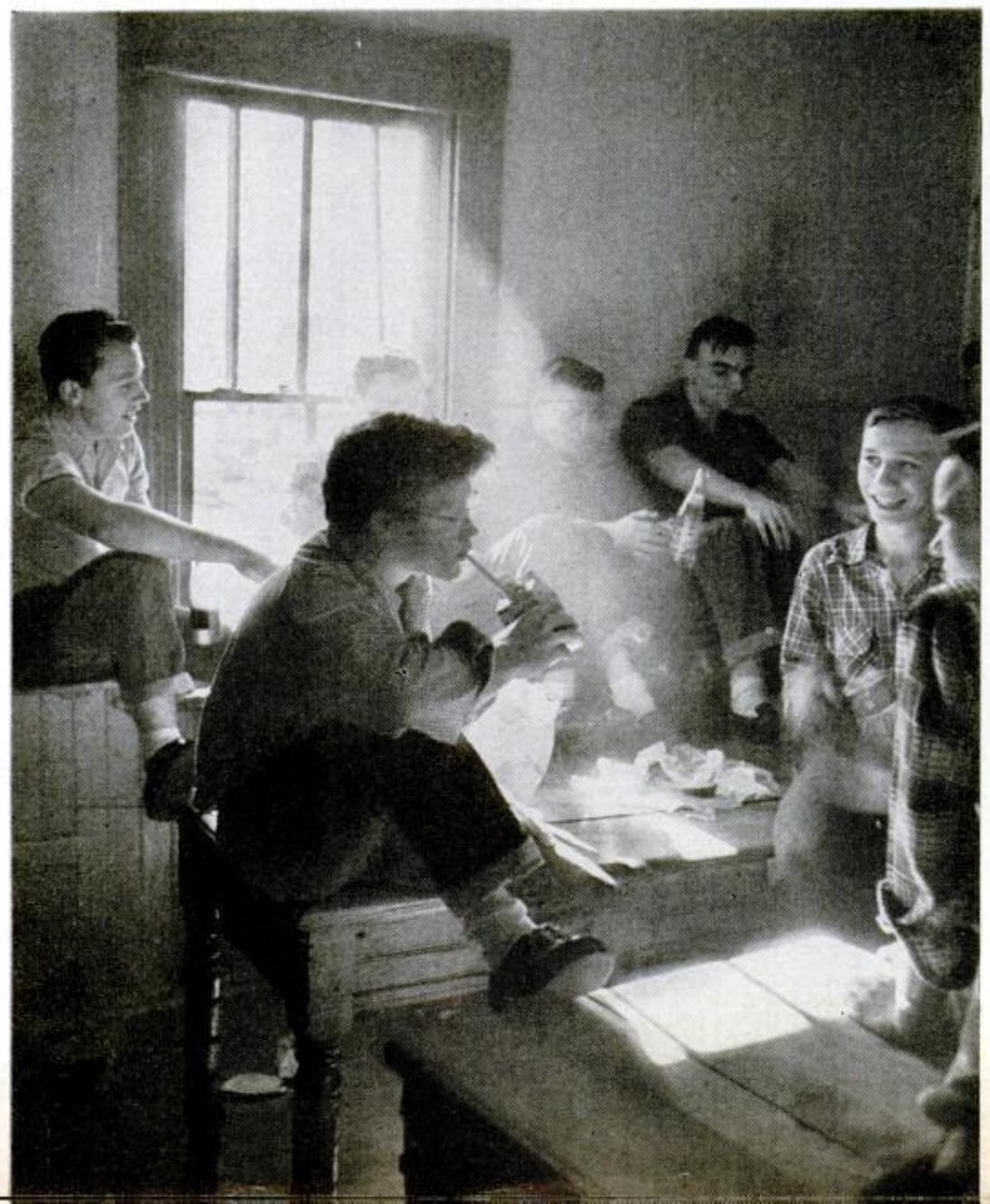


CHAT WITH CHEERLEADER brings Principal Roger Berry to cafeteria table of Nancee Burlingame. Teachers have reserved table in middle of room, take turns supervising lunch hour but have little to do. Girls and boys choose to sit at opposite ends of the big room.

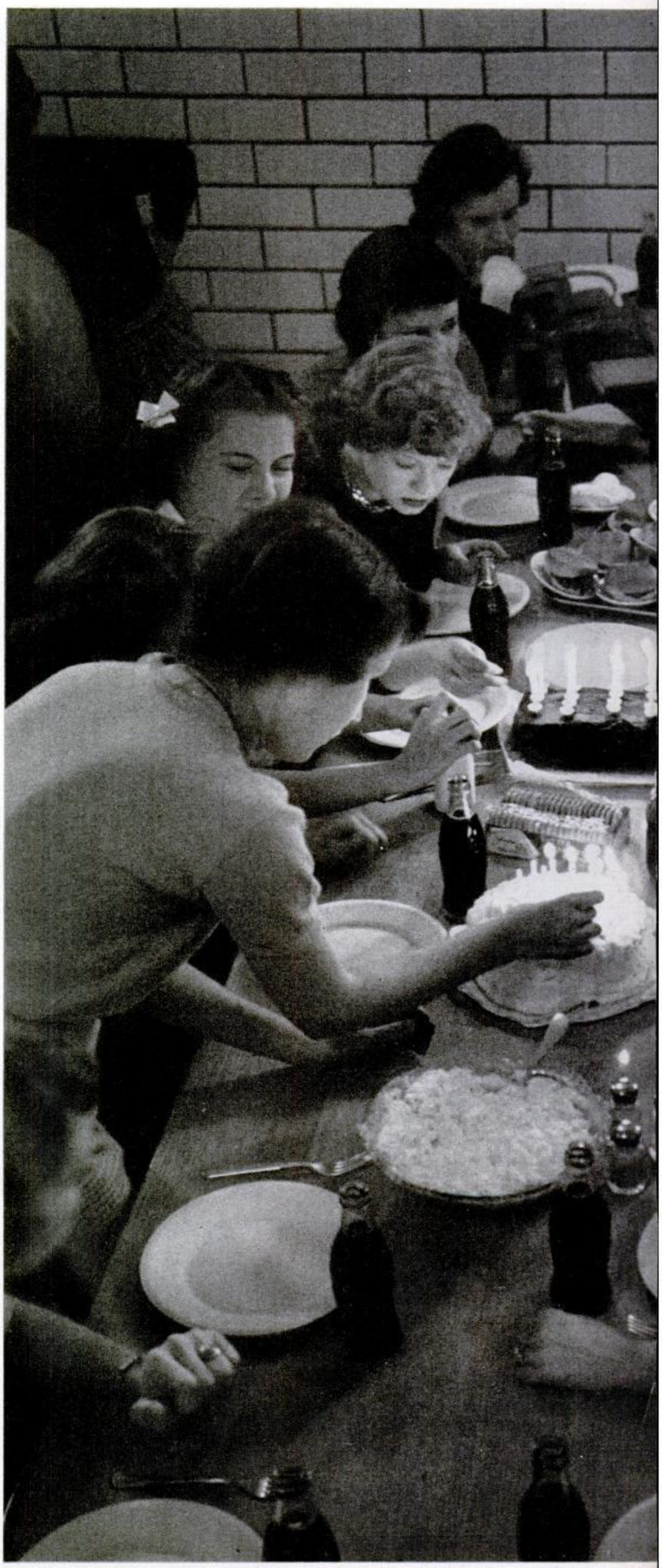
'LULETUTSUS GUGETUT TUTO LULUNCASHASH'

No period of the schedule is more welcome to students and teachers alike than the midday break for lunch. The school prefers that students confine their eating to the cafeteria, but now and then some slip away (*below*). And teachers who are not on lunchroom duty often do the same (*opposite page*). Though the teachers are better trained than at many high schools (41 of the 84 have advanced degrees) and so are somewhat better paid (top salary for a man is $5,000 per year), many of them economize by bringing sandwiches from home.

Decorum is not a major headache during the free-wheeling lunch hour. The school gives its teen-agers every chance to blow off steam. It permits occasional singing at table and during athletic build-ups encourages even an occasional cheer. It all makes for a blanket of buzz which helps conceal the intricacies of a lingo called *tutney*, used mostly by girls to keep secrets from the big ears of boys. It is a language which drops extra syllables recklessly into ordinary English and by which "Let's get to lunch" becomes "Luletutsus gugetut tuto luluncashash" and Davenport High School gets to be "Dudavuvenunpuporurtut Hashigughash Suscashashoquilul."

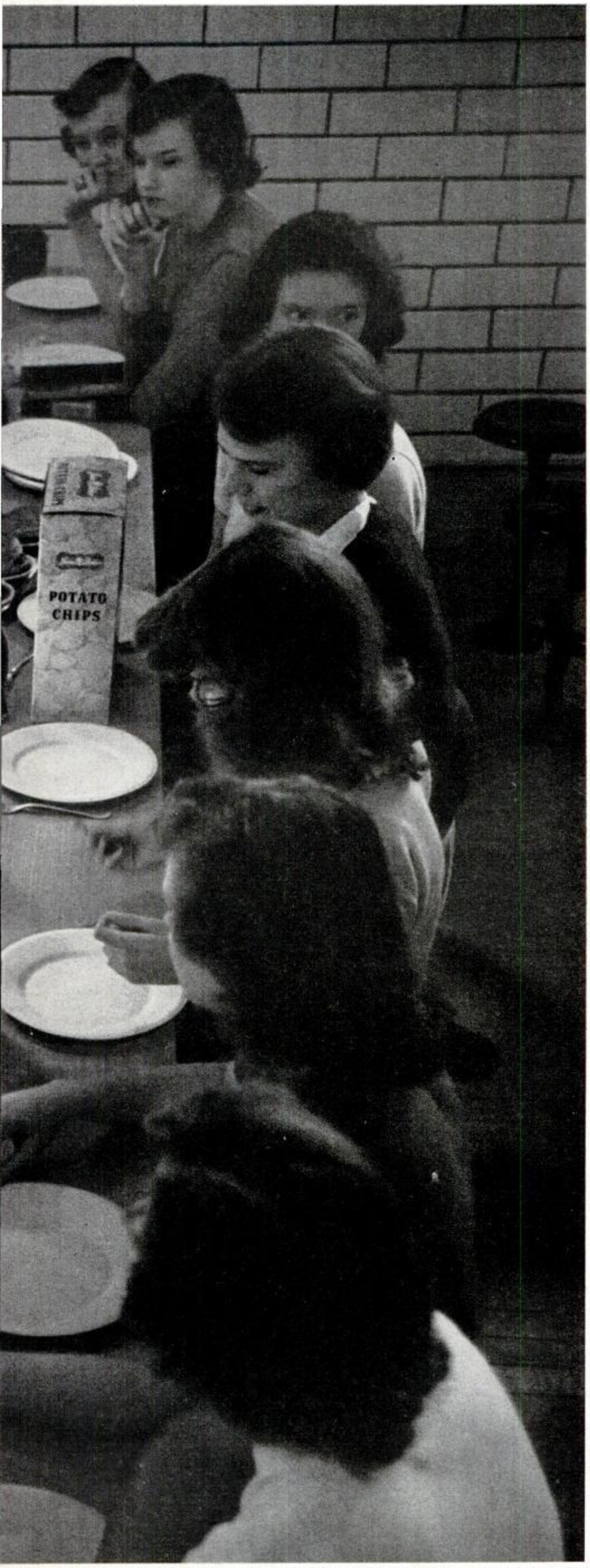


←**ACROSS THE STREET** some boys, disdaining school facilities, gather in the back room of a grocery store to spread out their sandwiches, drink milk and soda pop and discuss nonschool plans.

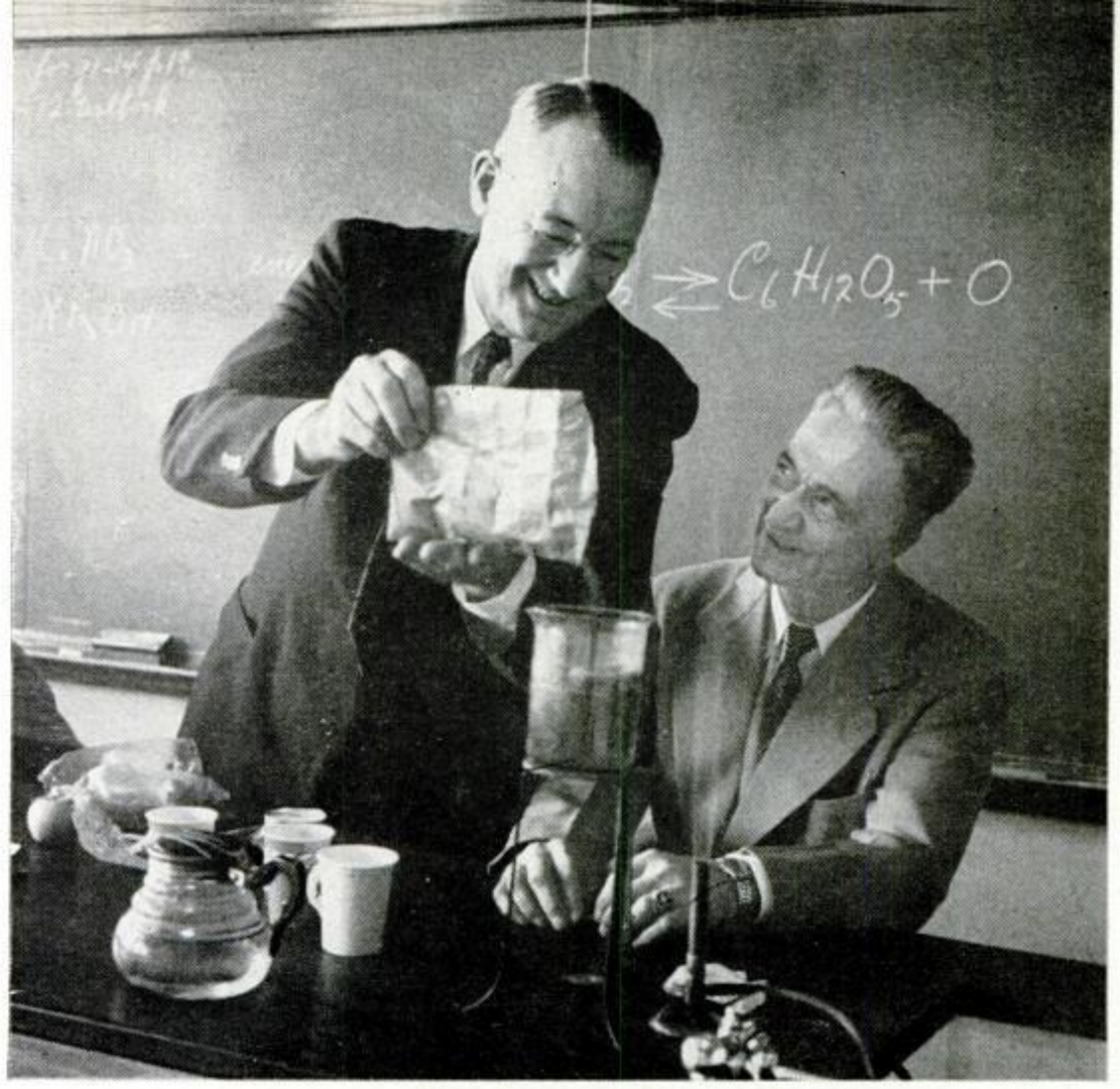


WITH CAKES BROUGHT FROM HOME TO TOP OFF THEIR REGULAR LUNCH FARE

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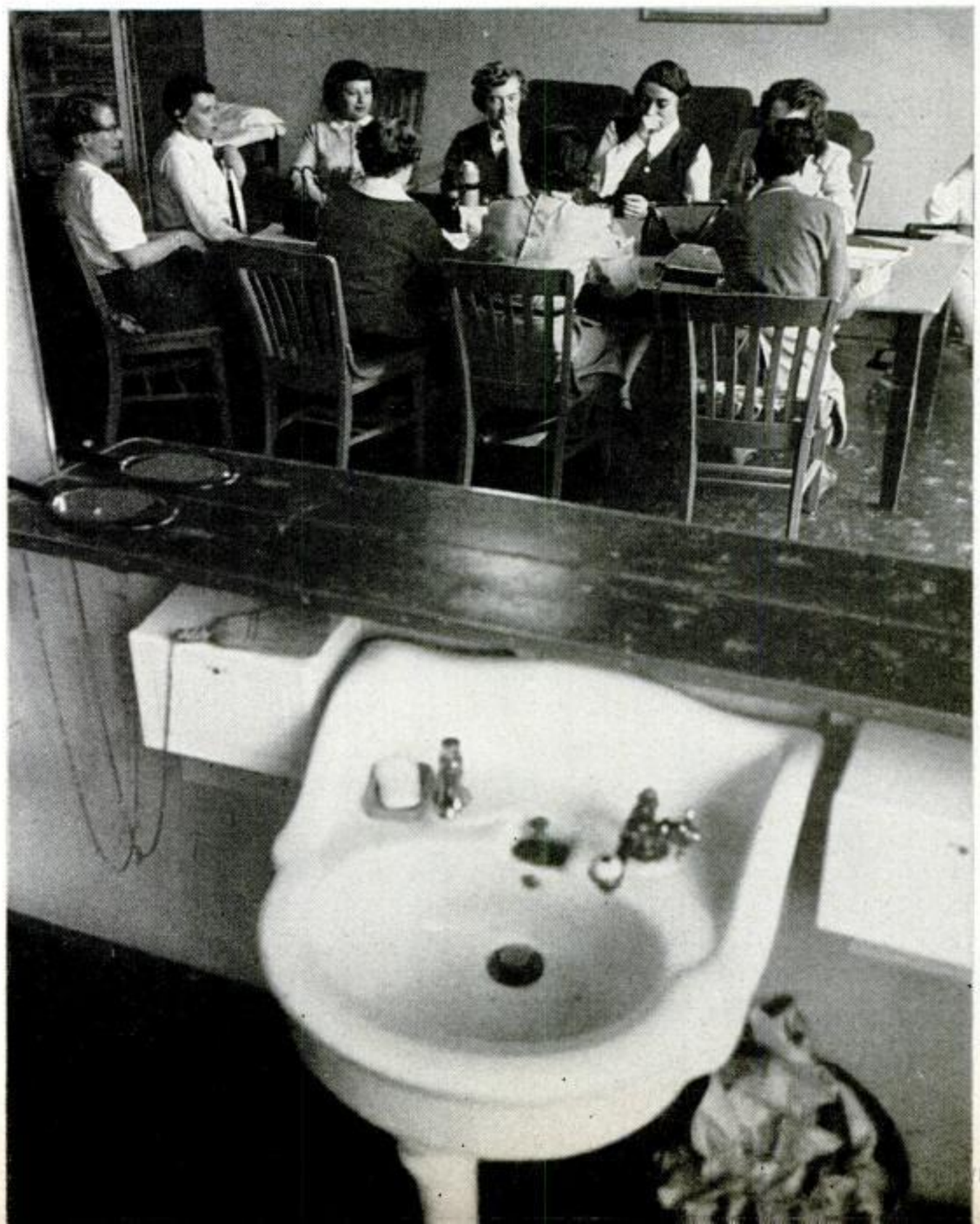
GIRLS CELEBRATE BIRTHDAY OF TWO STUDENTS ON SCHOOL TIME



LUNCH IN LABORATORY is regular ritual for Hugh Woodroffe (*left*), who prepares coffee over Bunsen burner to share with George Potter. Both were among trio who first started using lab as impromptu lunchroom, but since Potter has been on faculty 30 years and Woodroffe only 27, he permits Woodroffe to wait on him.



OUTSTRETCHED INSTRUCTOR Boyd Collins makes use of couch in faculty room while smoking pipe after lunch. Says History Teacher Collins, "It is significant that in our building there is a spot where we teachers can take down our hair." Referred to as "Cueball" Collins by some students, he is respected as a tough teacher.



REST-ROOM RETREAT is where many teachers, reflected in mirror, bring lunch to find quiet before returning to classes. Subject of conversation is often the perennial teachers' topic: low pay.

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CAUTIOUS CADET Jack Rayburn checks appearance in mirror before ROTC session. Boys take either military drill or gym in three-year course.

AMBITIOUS MUSICIAN, Junior Ruby Stratton (*below*), already member of orchestra, plays bassoon for judge at all-state auditions. She won.





SELF-SUPPORTING STUDENT, Mary Winkler, gets typing instruction from Della May Taylor. Mary, a junior, leaves school each noon to go to hospital dishwashing job which pays $85 a month.

THE STAFF IS GEARED TO AID THE INDIVIDUAL

To offset its size Davenport High's faculty works almost continuously to give the school a personal, even intimate, meaning for each boy and girl in it. Most of the teachers make a point of urging their students to get into at least one of the school's many extracurricular activities. "Generally," said one boy, "we have fun with our teachers, but some of them are sure whacky." And when things go wrong, another remarked, "the counselors are always there to fall back on."

To sort out its melting-pot mass of 2,000 students into individuals is the special responsibility of Davenport's nine counselors (the average high school of Davenport's class has two). Four times each year, at least, every student confers with his counselor to map studies, to discuss (whenever he wishes) personal problems and to come to grips with a critical decision: whether to go to college or out into the world. Everything that goes on within the school leads up to this decision, for a comprehensive high school like Davenport, by its very character and purpose, is a springboard to a future as diverse and as changing as the backgrounds of its 2,000 students.



COUNSELOR'S CONFERENCE arranged by Dean of Students Leona Soehren (facing camera) brings her together with Senior Jayne Barker (back to camera) and Jayne's parents. Miss Soehren regards Jayne as good college material, but Jayne was uncertain about going. The meeting helped convince her to go.

LOCKER ROOM CONFIDANT, Assistant Principal Don Hempstead, prefers informal counseling encounters with students, as in this meeting where he discusses credits with Senior Ronald Stromquist. →

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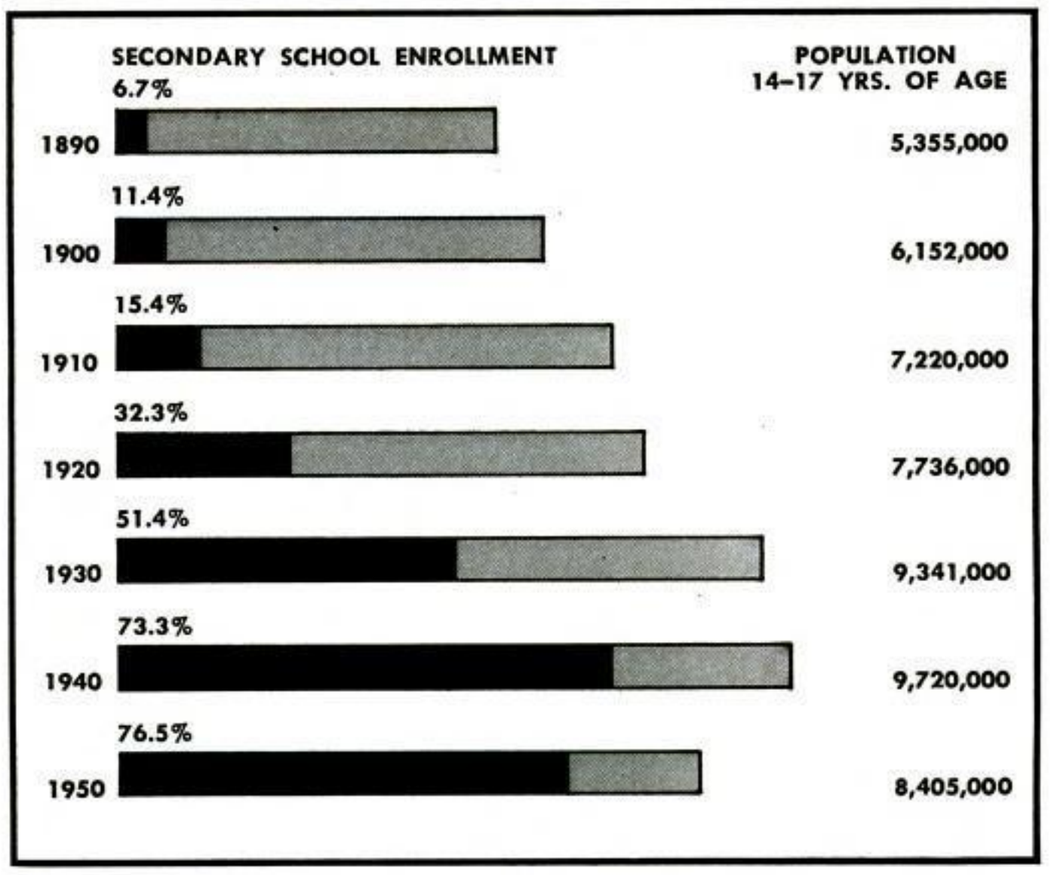


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EXPANSION OF EDUCATION in U.S. secondary schools since 1890 has far outpaced increase in high school age population. Full bars show: 57% increase over 1890 by 1950, which reflects drop in birth rate in depression of the '30s. Percentage of these youths actually enrolled in high schools, both public and private (black portions of each bar), increased 1,100%.

THE PLAN IS NEW, THE IDEAL IS OLD

Secondary education in this country is older than the republic itself. Boston Latin and Roxbury Latin were founded more than 300 years ago, in what was then the Massachusetts Bay Colony, direct offshoots of the schools of contemporary England which prepared young gentlemen for college and the ministry. Girls, of course, neither required nor received such schooling. Both schools are still going, offering six-year classical courses, and both perform a valued function.

Of almost a completely different mold is the kind of school Davenport is. It is a direct descendant of the free public high school that, in the mid-19th Century, was America's first major contribution to education. Even so the comprehensive public high school is strictly 20th Century. One of its champions, James Bryant Conant, former president of Harvard, now U.S. High Commissioner to Germany, describes it as a school "where the youth of very different backgrounds and outlooks share a common experience, where the extracurricular activities and at least a common core of studies should cut across vocational interests and cover a wide range of scholastic aptitudes."

By this definition not every public high school is comprehensive in scope, but most of them, educators agree, are on the way.

The change in educational emphasis is reflected by the chart above which records the spectacular high school growth. Today only one U.S. youth in five does not enter high school. More than 33 million adult Americans are graduates of secondary schools, most of them of public institutions which are now, like Davenport, overcrowded and underequipped. The price of every item used in a schoolhouse goes up year by year (teachers' salaries are slowest of all); yet the nation which was hardly profligate a decade ago when it was spending 1.2% of its national income on public secondary education today spends only .7%.

The U.S. public high school's problems will be even more acute within four years when they will begin to feel the effects of the birthrate rise of the 1940s. By 1960 enrollment will be up 2 million—and still going up. In the face of the rising enrollments, rising costs and the residual murmur of complaint natural to teen-agers, school people like Davenport's Principal Roger Berry force public education to move ahead. "The physical plant of a school is not a considerable factor in its over-all worth," he says. "What counts is the attitude of the people who are teaching and associating with the students. The atmosphere should be friendly, congenial and secure, where students will feel teachers are interested in them and understanding of their mistakes."

Despite deficiencies, those high schools which try, as Davenport tries, to meet this test are serving the cause of education at least adequately, while serving much more than adequately what Conant calls "the ideal of a democratic society with a minimum of class distinction."



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NOW! — a deep-softening lotion

Scientifically years ahead



Angel Skin keeps *all* of you silky! Softens and whitens elbows and arms . . . smooths legs and heels so nylons don't "snag." And—it's a perfect powder base!

Amazing effects right away!

Chapping clears quickly . . .
Redness fades out . . .
Palm calluses reduce . . .
Rough elbows soften . . .

Deep-softening action—Unlike other leading hand lotions, new revolutionary Angel Skin by Pond's is not stopped on the outer surface of your skin—but goes *deep,* brings immediate help to the living tissue beneath, where chapping begins. Angel Skin does more than superficially smooth your hands—it actually *heals chapped skin.*

And—Angel Skin contains no gummy "filler," as other lotions do. Leaves no sticky coating on your hands. Your skin takes up *all* of Angel Skin's richness *at once.*

Counteracts the harsh alkaline effects of soaps and detergents. Only new Angel Skin is scientifically designed to neutralize the drying effects of detergent alkalies. Busy housewives report amazing improvement in their hands from regular use of Angel Skin.

You see immediate results on chapped, red, dry hands. Flushed, angry redness fades out. Tiny dry-skin lines smooth away. Coarsened skin of knuckles, cuticle, feet, and elbows becomes soft again. Your hands lose that rough scratchy feeling . . . become smoother, whiter, *younger-looking.*

Don't stop with lovelier *hands*—use fragrant, creamy-pink Angel Skin *all over!* In two sizes—49¢ and 25¢ plus tax. (slightly higher in Canada).

GIVE IT THESE HARD TESTS



Chapped, red hands — See Angel Skin's deeper softening action smooth roughened skin right away. It heals *chapping.* Angry redness fades away



Dried-out "detergent hands" —Only Angel Skin is scientifically designed to neutralize soap and detergent alkalies. It helps *prevent* irritation



Roughened legs and heels —Angel Skin goes *deep,* heals chapping, reduces thickened dry skin. Smooths legs so they can't snag nylons!

Angel Skin by POND'S



MAGNIFIED SKIN DIAGRAM SHOWS ANGEL SKIN'S DEEPER SOFTENING

OTHER LOTIONS *stop* at the skin surface→ . . . give the skin only superficial smoothing



ANGEL SKIN *penetrates* this outer skin surface→

Brings immediate help to living skin tissue→ where chapped roughness and redness begin



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Clip coupon—Send for "PROVE-IT" sample

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I would like to find a lotion that *does* something for rough, chapped, reddened skin. Please send me a generous introductory sample bottle of Angel Skin. I enclose 10¢ to cover cost of postage and packing.

My Name_____

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Christmas in Old Carolina

THE SPIRIT OF THE OLD SOUTH WAS SO DELICIOUSLY DIFFERENT

The year, 1858. The place, a plantation deep in the pine woods close to Charleston. It's a Dixie Christmas. A different kind of December holiday than most of us have ever known. Fireworks burst in Southern skies. Spacious lawns resound with happy songs of plantation folk. There are gifts for all. But most important for the menfolk is the deer chase.

From every corner of the county come the Rhetts and the Radlys; the Bradfords and the Bowens. Top-hatted and booted, they ride in on their favorite hunters, for the Christmas deer chase is traditional in Carolina. And as the Chief Huntsman mounts and Master of the hounds holds the dogs on leash, the *stirrup cup* is served, a toast to the chase with delicious Southern Comfort. Then fleet horses carry the hunters through pine woods behind the hounds. But while they chase the sure-footed buck, the sport is actually in the hunt. For rarely does the pack run a stag to bay. And even if they do it's humane sport. For the only weapon carried is a quirt; the deer is released. Hunt over, the men return. And in the crisp twilight air they stand around the fire, recounting the deeds of the day. Here they tell tales of old hunts . . . the famous hound, Bluebell; the day Mr. Rhett outjumped the Colonel. And now is the time for toasts. Toasts to gleaming hunters, to the full-belled hounds, to the fleet stag. And Southern Comfort comes to the fore again. For this spirit of the Old South, brought up by boat from old New Orleans, was the liquor always served on festive occasions. One young buck enjoying this deliciously-different drink for the first time says: "Why it's smooth as nectar, suh, yet it's bold as the brandy I had on my birthday. And my, what authority!" Right he was, for this fine old liquor, now as then, is 100 proof *(same as a bonded whiskey)*. Mellow as a rare liqueur, yet rich and full-bodied, this delicious highball liquor is made from a formula that's been a closely guarded secret even to the present day.

Later comes the justly famous Carolina Christmas dinner. Plantation belles have hung the mistletoe. Turkey, venison and pork load the long tables. Honeyed sweet potatoes, rice and cardinal pudding fill the plates. Then, the time the children eagerly await. On smooth, green lawns the fireworks make glorious beauty in the night. From Charleston to Spartanburg, happy children shriek as bombs burst in air. All go "Ah-h-h" as pretty clusters of stars shower down. And finally the full Christmas day comes to an end. Often with the toast: *"Merry Carolina Christmas to you all!"* For then, as now, delicious Southern Comfort helped make this a holiday to be long remembered.



A STIRRUP CUP MADE WITH SOUTHERN COMFORT MARKED THE START OF THE DEER CHASE



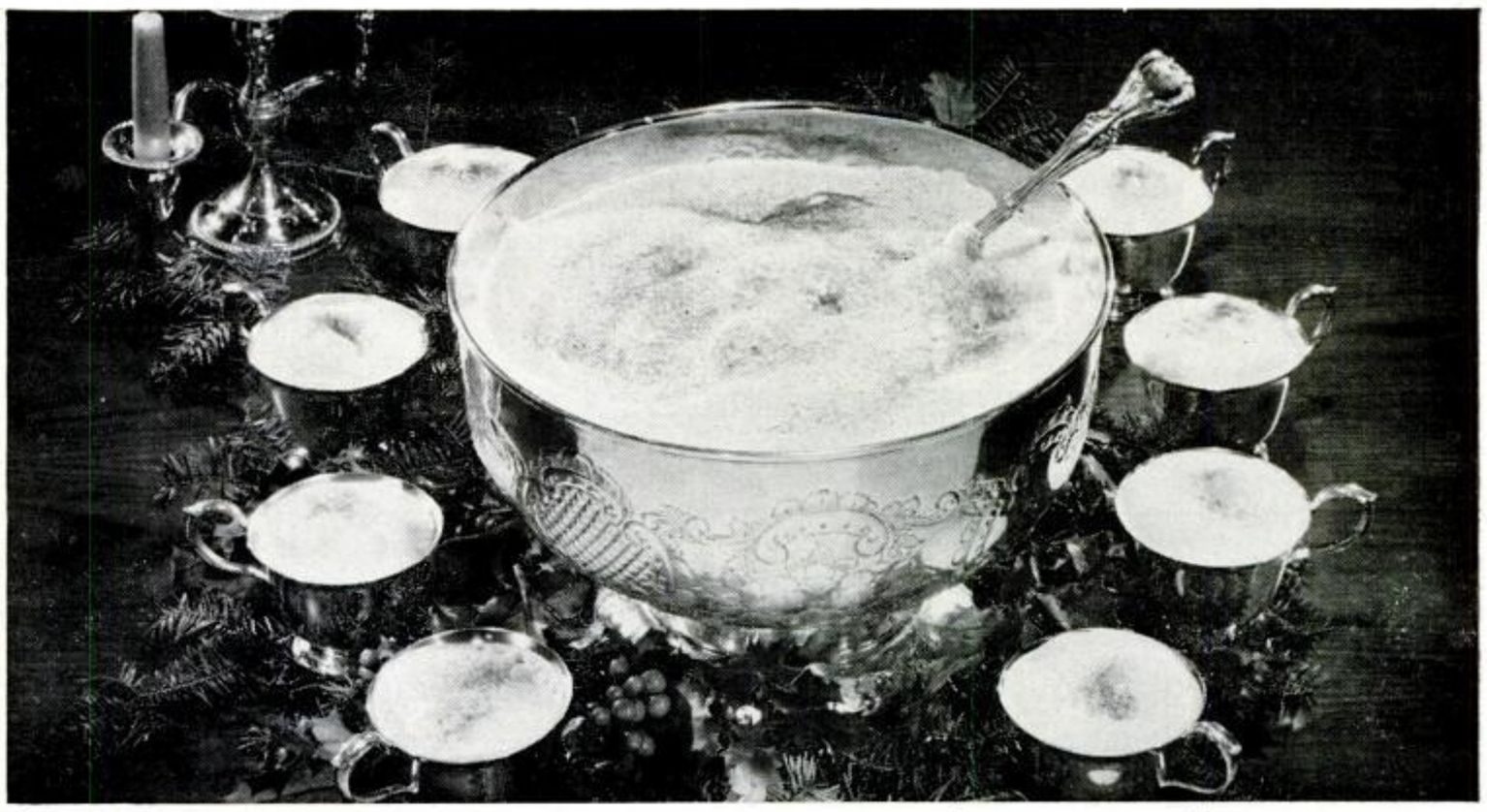
SOUTHERN COMFORT'S SECRET FORMULA COMBINES THE TASTE qualities of several liquors. The first sip recalls the bouquet and boldness of fine brandy . . . then, as it goes down, you enjoy the delicious taste of a rare liqueur . . . and throughout all this, you're aware of its rich, deep body, so like that of a great whiskey. And it's 100-proof.

SOUTHERN COMFORT Advertisement Continued→

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IN THE GAY TRADITION OF A DIXIE CHRISTMAS



SERVE THIS FABULOUS EGGNOG FOR YOUR HOLIDAY OPEN-HOUSE PARTIES and your guests will praise your good taste. Takes only a minute to make. All you need is a bowl, a bottle of Southern Comfort and a bottle of your favorite *Dairy Eggnog* mix (both chilled). To serve ten delighted guests first pour a quart of *Dairy Eggnog* into the bowl, then add a half-pint of Southern Comfort. Beat the mixture, then dust with nutmeg.



FIREWORKS WERE AS MUCH A PART OF DIXIE CHRISTMAS celebrations as was the serving of this fine old liquor. Southern Comfort, the traditional drink of southern hospitality, makes a wonderful gift.



THE "CONFEDERATE HIGHBALL" IS PERFECT FOR PARTIES because everybody likes its delicious taste. Make a "Confederate" just as you would an ordinary highball. Southern Comfort makes the big difference.

Give the Gift with an Old South Flavor

when you want to give something "special"... something that expresses your exact sentiments of warmth, good fellowship, true hospitality—



"REBEL-ON-THE-ROCKS" IS A BIG FAVORITE TODAY. Here's a warm way to greet a cold friend. The "Rebel", as it's popularly known today, is simply Southern Comfort straight, over ice cubes.

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100 PROOF LIQUEUR



in Canada too!

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SUCCESS STORY OF

Quaker conscience plus political savvy, idealism plus dogged ambition



FROM A MODEST QUAKER BACKGROUND . . .

At mother's knee, 4-year-old Richard poses in 1917 with father and two of his brothers. Harold (*left*) and Donald. Harold died of TB, leaving Richard the eldest son. From his Quaker mother Richard learned tolerance. His father admired La-Follette and had a taste for native radicalism.

By Robert Coughlan

On the morning of June 19, 1945, a young lawyer named Richard Milhous Nixon, then a lieutenant commander assigned to the Navy's contract termination division in New York City, left his duties long enough to tear up some old mimeographed forms into confetti and join a group of other workers at the office windows. Remembering the scene that followed, Richard Nixon has said, "Maybe I just think it was that way—I was about 30 stories up—but I have the picture that there he came, with his arms outstretched and his face up to the sky, and that even from where I was I could feel the impact of his personality." Thrilled like all the others, Nixon shouted and loosed his torn papers to float down, his own minute and obscure tribute to the returning hero, General Eisenhower. Then, with a sense of having seen history, he returned to his work.

This week Richard Nixon comes back to Washington from a trip through the Far East. He went there not only as Vice President of the United States but as the personal representative of President Eisenhower. During the trip he will have covered 37,000 miles in nine weeks but this is nothing, metaphorically speaking, compared to his progress in eight and a half years from what he was to what he is. It is not simply that he has risen from political nothingness to the vice presidency. What is at least as extraordinary is that he has made the vice presidency, hitherto the butt of ridicule, an important office and established himself as an "assistant President," a mover and shaper of national and world affairs. It has even been suggested that Nixon is making too much of his job, that he is too ambitious and altogether too important.

These feelings have nothing to do with constitutional theory. They center instead on Nixon's own character. Considering his present importance —and also the fact that he is separated from the presidency only "by a heartbeat"—does he have the integrity and wisdom, emotional maturity, rounded vision, good humor and good sense desirable for national leadership? The question can be answered only by knowing who and what Nixon is, and much of that depends on earlier events, some of which took place in the Midwest before he was born.

Before the Civil War many Southern members of the Society of Friends, or Quakers, having religious scruples against slavery, moved north. A large number settled in Indiana, among them the Milhous family, which lived near the little town of Butlerville in the state's hilly southeast. Franklin Milhous was an orchardist and ran a nursery. His household consisted of his mother, Mrs. Elizabeth Milhous, who was a Quaker minister (and whose mother in turn had been a Quaker missionary in the 1830s), his wife Almira and their nine children, two boys and seven girls.

The Quaker character often joins in a surprising way some seemingly contradictory characteristics: a strong communal spirit and absolute individualism of private conscience guided by "the inner light"; canniness in business and selfless generosity in service to others; conservatism in

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A VICE PRESIDENT

have made Richard Nixon the 'most valuable member' of Eisenhower's team

manners, morals and speech, and a predilection for pioneering. In the 1880s Quaker outposts had already been established in southern California. The idea spread that this was the new promised land, and a plan was made to found a new Quaker city there, complete with its own college. The new town, near Los Angeles, was named for John Greenleaf Whittier, the Quaker poet.

To the promised land

In 1897 Franklin Milhous moved his family to Whittier. With the oak doors, sills and beams he had brought, he and a hired man began building a big, square house; with root stock from his old farm he started a new nursery. His daughter Hannah was 12. She grew up in Whittier, "The Quaker City," married and raised her children nearby and lives there now.

Francis (Frank) Nixon, the young man she married, was originally not a Quaker but a Methodist and, if the truth must be told, not a Republican but a Democrat. Born on a farm near McArthur, Ohio, he had to go to work as a boy and so received only about six years of formal education. Except for a stroke of luck he might have remained a benighted Democrat. The event that changed his politics—and thus disposed his son Richard toward Republicanism—occurred when he was 13. William McKinley was running for governor of Ohio and visited McArthur. "They had a big parade for him with flags and streamers and all," Frank Nixon remembers. "Well, I had a fine filly, the prettiest horse in town, and because of her the committee asked me to ride in the parade directly behind William McKinley's carriage. When we got up to the stand he hopped out and come around and spoke to me and run his hand on her neck and said, 'I never *did* see such a fine, pretty horse.' He wanted to know if I was a Republican and if I'd always vote Republican. And I said I would."

Frank Nixon worked at many trades and finally became a street car conductor. The cars had open vestibules and in winter the floors got packed with snow and ice. One winter Frank's feet were frostbitten. He got "so danged mad" that he organized the trolley men, first in the city and then in the state, to push for legislation to close the vestibules. By the time a state law was passed Frank Nixon had found that cold weather always made his feet hurt. He migrated to southern California and roomed in Whittier. At a Quaker meeting party he met young Hannah Milhous and married her two years later.

They had five children, all boys, among whom Richard was the second. He was born on Jan. 9, 1913 at Yorba Linda, near Whittier. Frank worked in the oil fields, later was foreman of a citrus ranch and later still bought his own land and set out a lemon grove. The lemon market fell and Frank sold out. With the little money he had left he bought a lot three miles out from Whittier and put up a gas station with living quarters behind. It was a good location and the filling station did well. The Nixons experimentally put in a few groceries, which sold as well as the gasoline. Finally Frank bought the little Quaker church across the road—a new, bigger one was being built—moved it over and remodeled it to house Nixon's Market.

CONTINUED ON NEXT PAGE



. . . TO A KEY ROLE IN WORLD AFFAIRS

In Seoul, U.S. and Korean troops provide guard of honor for the visiting Vice President, here standing at attention for the national anthem. Everywhere in the Far East, Nixon was received as a molder of U.S. policy rather than the ceremonial figurehead vice presidents usually become.

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For your pet's Christmas Stocking

Krispy, Krunchy

Klix DOG CANDY

A new treat to delight your dog

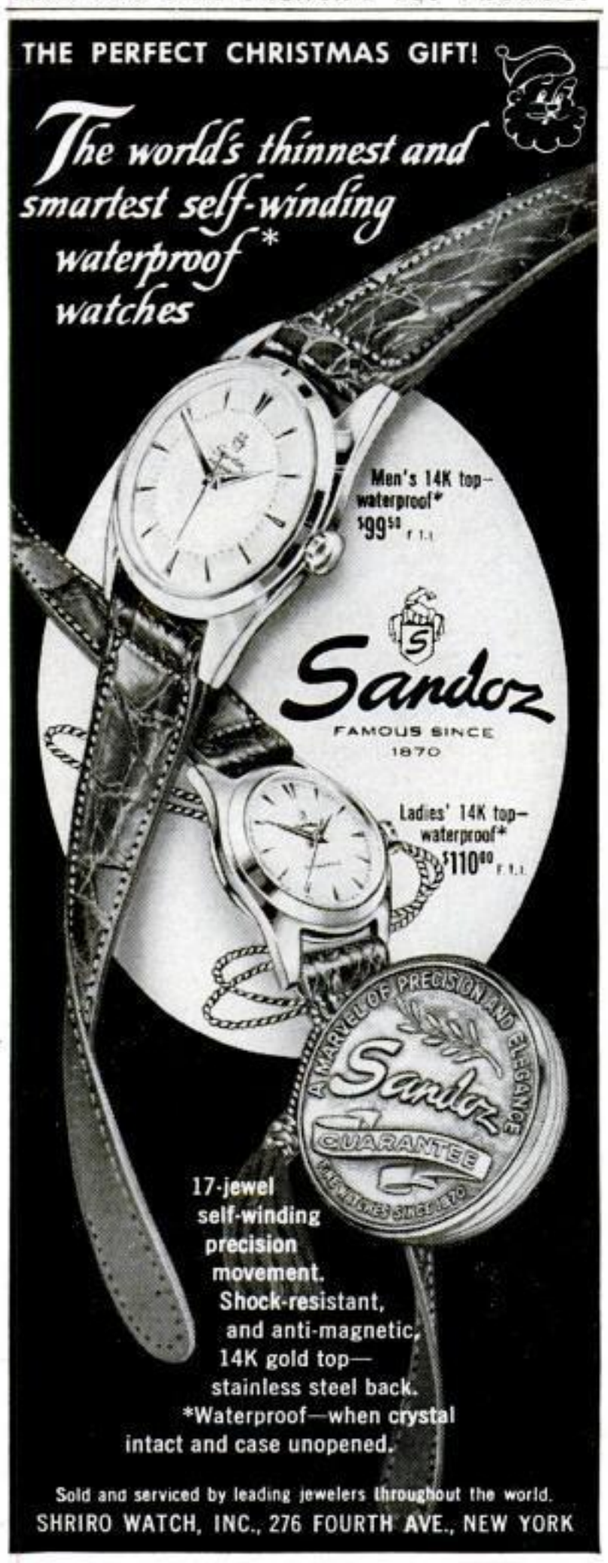
The day will be gay for sure, when your dog—or cat—tastes KLIX! *Made without sugar.* Veterinarian-approved ingredients build energy, special shape aids chewing. Say "Merry Christmas" with KLIX!

for cats and kittens, too!

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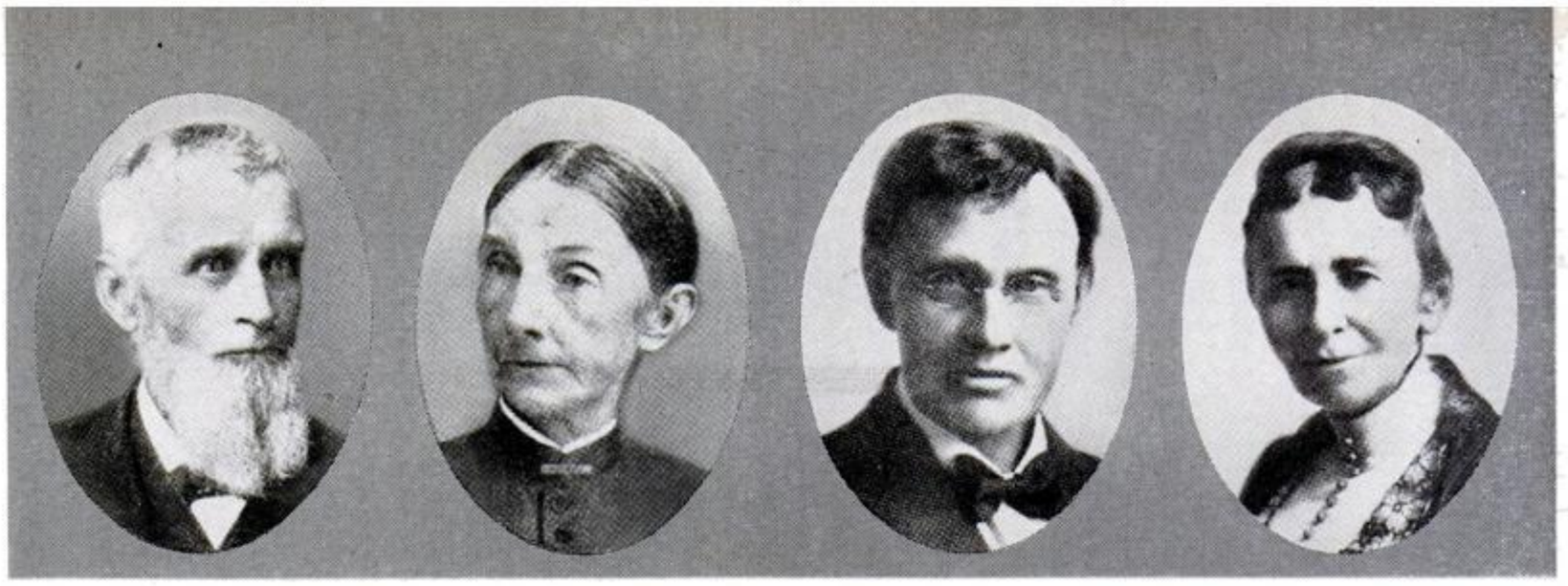
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17-jewel self-winding precision movement. Shock-resistant, and anti-magnetic. 14K gold top—stainless steel back. *Waterproof—when crystal intact and case unopened.

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QUAKER HERITAGE came from Nixon's forebears on his mother's side. Great Grandfather Milhous (*left*) married Quaker preacher Elizabeth (*second left*) who was still conducting services at age 90. Their oldest son Frank (*second right*) married Almira Burdg (*right*) who gave her grandson Richard inspirational poems and biographies.

NIXON CONTINUED

This was home from then on and the source of a modest prosperity which, however, needed the constant effort of the whole family to maintain. Hannah often put in 18 hours a day attending to the store and her large family, frugally baking the bruised fruit into pies to be sold. The boys helped from the time they were big enough to dry a dish or carry a box. Work, school, church and Sunday school and Wednesday night prayer meeting left little time for pranks or even much play. The family was self-contained, finding companionship within itself and social outlet within the decorous arena of the church.

Richard was in tune with his situation from earliest boyhood. He was a serious, responsible child in whom a scale-model Quaker conscience seemed to have been born, along with a sense of leadership and diplomatic finesse. Frank managed his sons with a close rein, demanding absolute obedience and sometimes arousing insubordination instead. Richard advised his brothers, "Just don't *argue* with him. You'll have a better chance of getting what you want out of him in the long run." It is a policy he still follows.

Quaker principles guided Hannah Nixon's actions and attitudes and, by her example, those of her household. She practiced and preached patience, tolerance, forebearance, conscientiousness and rigid personal honesty. When Richard and his older brother Harold came home with grape stains on their faces, she gave them each a nickel and sent them back to pay her surprised neighbor, Mrs. Trueblood, for the few grapes they had eaten. Christian charity was the greatest virtue, lying or deceit the greatest sin.

Frank Nixon had become a Quaker, but Quaker tolerance and nonviolence could not suppress the inclinations of a temperament natively assertive, argumentative and rather severe. When the rumor spread that the school principal was a secret cigaret smoker, Frank was for taking the Nixon boys out of the school at once. Hannah, feeling that such heinous reports must be false, urged against drastic action even if they were true.

Frank's greatest outside interest was politics. Sometimes he engaged his customers in such stern debate that Hannah had to intercede. He kept faith with William McKinley. Hannah secretly voted for Woodrow Wilson in 1916 and remembers: "When I told Mr. Nixon afterward he just went pale and white." Yet a residue of Midwestern farm radicalism combined with his memories of boyhood hardships and icy vestibules to make him an unorthodox Republican. His political heroes were Theodore Roosevelt and Robert LaFollette Sr. Even with the shade of McKinley at his elbow he could not summon enthusiasm for the Republican cause in 1932. There is a strong family suspicion he voted for F. D. Roosevelt.

Religion and politics, a volatile mixture, were sympathetically combined in another person who was important in Richard Nixon's boyhood—Hannah's mother, Grandmother Almira Milhous. Active in good works of every sort, she also took an acute interest in the practical affairs of the world and the men who shaped them. She admired Gandhi and gave Richard a biography of him. Her ideal statesman was Lincoln, and along with several books about him she gave Richard a framed portrait inscribed in her own hand:

> Lives of great men all remind us
> We can make our lives sublime,
> And, departing, leave behind us
> Footprints on the sands of time. . . .

This hung on the wall above his bed.

These influences, combining with a bright and sober mentality, had their logical result in making Richard a conscientious and ambitious boy. Disliking piano practice, he practiced nevertheless until he was a good pianist. For six years he played at Sunday school and later taught one of the classes. Finding science and mathematics hard, he worked at them so fiercely that he often got his best marks in them. Once, when the geometry teacher promised that anyone who solved a problem would get an A for the course, he worked on it for eight hours until he won at 4 in the morning. He liked sports, but he read the political news and even the stock market reports with as much interest as the ball scores. In the eighth grade he had his first debate, taking the affirmative of the proposition, "It is more economical to rent a house than to own one." He won and was to go on to win a boxful of medals in high school and college debating.

He knew very soon what he wanted to be when he grew up: a lawyer. Hannah had hoped that he might become a minister, but he told her, "I think I can be of more service to people by being a good lawyer." In high school he was president of his class, made good grades and was in general a paragon.

Meantime his sense of responsibility had been deepened by the grave illness of his older brother Harold, who at 18 had got tuberculosis. Hannah took the sick boy to Prescott, Ariz., where she rented a house and, to help meet expenses, took in other young TB patients. All were in advanced stages of the disease, requiring bed care and nursing, which she did along with the cooking and cleaning. Each one died, and at last Harold died also. Later the fourth son, Arthur, died suddenly of meningitis when he was 7. These were tragedies which affected Richard's youthful viewpoint.

Harold's illness also had peripheral results. During the several years that Hannah was away, Frank and the younger boys carried on alone. As the eldest son remaining, Richard naturally was subject to emotional stresses, which Harold's death ingrained. Moreover, the financial strain was tremendous. The small capital that Frank and Hannah had saved was soon gone. And the Depression had begun.

Richard Nixon entered Whittier College in 1930. There was some financial help from a college scholarship fund (to which Grandfather Milhous

CONTINUED ON PAGE 151

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PM_the dividend whiskey–
gives you a dividend in **taste–**
a dividend in **value!**

When you select PM for holiday giving, the choice reflects your own good taste and judgment. You can give no **FINER** whiskey—for PM's superb flavor and character are unmatched even by far more expensive blends. Yet PM's low price gives you a remarkable **DIVIDEND IN VALUE** that's more than welcome at holiday time! Make PM your gift whiskey this year—it's America's **SMARTEST** buy!

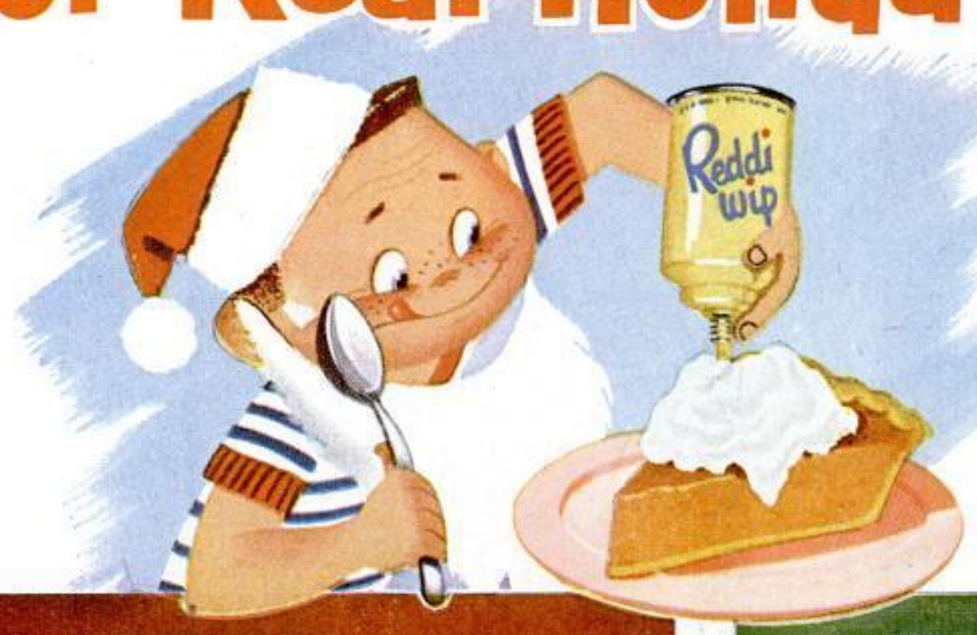


Enjoy today's magnificent PM the dividend whiskey!

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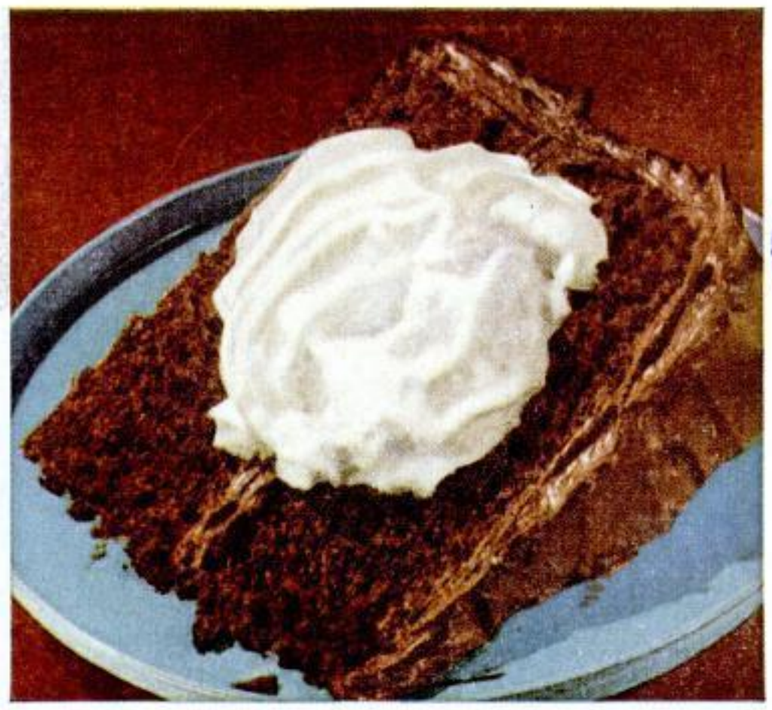
FRUIT CAKE—It's fruit cake that's different—aged holiday cake made exciting in seconds with Reddi-wip!



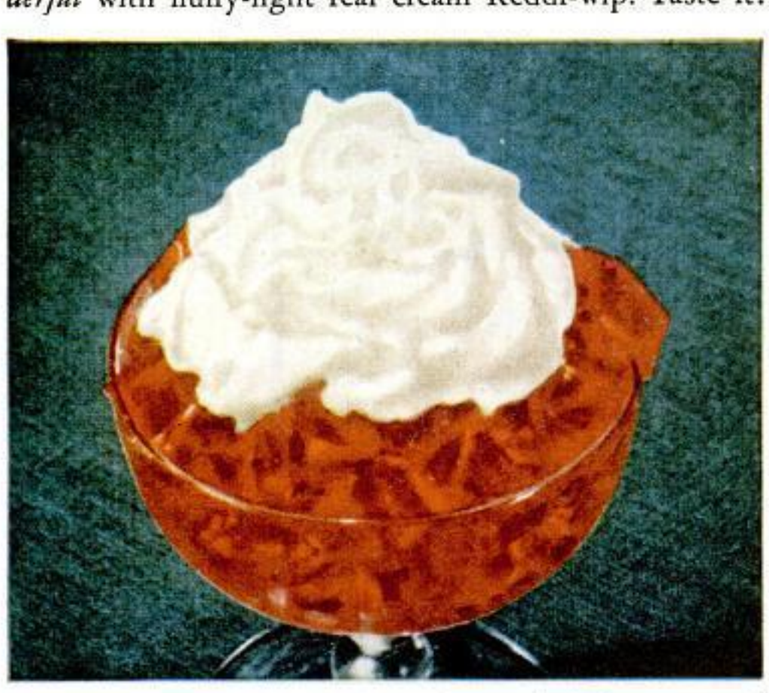
PUMPKIN PIE—It's fun to delight 'em all with *your* pumpkin pie—delicious with luscious Reddi-wip!



PLUM PUDDING—Your plum pudding is plumb *wonderful* with fluffy-light real cream Reddi-wip. Taste it!



CHOCOLATE CAKE—Here's *real* holiday magic! Chocolate cake topped with mounds of luscious Reddi-wip. M'm!



GELATIN—One moment it's "just gelatin"—a second later it's "just wonderful"—glorified with Reddi-wip.



STRAWBERRY SHORTCAKE—A work of art with no work at all—shortcake and frozen berries with Reddi-wip.

GLORIFIES ALL DESSERTS! WHIPS ITSELF AT THE TOUCH OF A FINGER!

Nothing can add such glamor to your holiday desserts as Reddi-wip. Yet, there's no work to it. For Reddi-wip gives you the purest, freshest cream, flavored just-right and whips it for you at the same time. Just the touch of your finger and even your simplest desserts rise to holiday glory. All this for less than 2¢ a serving. So, be a smart hostess. Always keep Reddi-wip handy in your refrigerator for easy, glamorous Christmas entertaining. Your guests will love it.

Only Reddi-wip Gives You All These Features:

1. All the nutritional benefits and delicious flavor of fresh, real cream—contains no vegetable fats or oils.
2. Flavored "just-right"... purity-protected with Tamper-Proof Lock Tab—never a "cooked" or "canned" taste.
3. Twice as many servings as a half-pint of whipping cream. Keeps fresh in your refrigerator for days.
4. Whips itself at a finger's touch! It's America's No. 1 Glamorizer for all your desserts, salads, and cereals.

It's the same fresh, real cream, but Reddi-wip whips it for you!



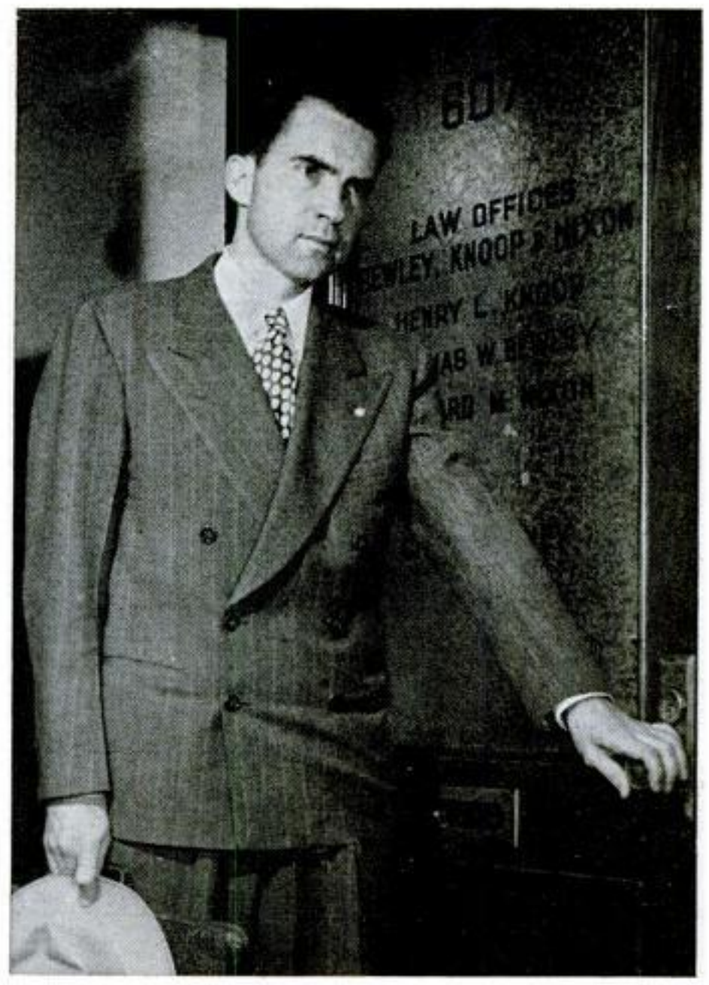
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REMEMBERED MILESTONES are shown in family pictures. At Whittier College in 1934 he was a football end. At father's market, now run by brother Don (*above* with daughter), he saw hard work and treasured family life. After World War II he returned to law office in Whittier to resume his career.

NIXON CONTINUED

had been an early contributor) and by living at home he could keep expenses low. For the rest, Frank turned over the fresh fruit and vegetable department of the store to him. He would be up by 4 a.m. and at the produce markets in time to do his buying, arrange his counters, have breakfast, study and go to an early class. "I never pass a fruit market," he has said, "without thinking of the man who had to pick out the bad fruit and polish up the good and make the displays."

Whittier College, although open to all sects (Quakers are now in the minority), is still permeated by Quaker attitudes. In such an atmosphere, and at such a time as the years 1930–34, there were few opportunities for collegiate high jinks. Nor did Richard seek them. He was in dead earnest, somewhat withdrawn and rather shy. He had been out with girls only a few times in high school: he says now, "I never could get up the nerve to ask them for dates."

But on the debating platform he was a demon, on the football field an enthusiastic second-stringer, and in his studies always a brilliant student. While he did not arouse the warm affection of his classmates, he did earn their respect. They elected him class president and then student body leader. He majored in history. Becoming fascinated by the French Revolution, he read Voltaire, Rousseau and its other political philosophers, mostly in the original French. Social philosophy was his chief interest. He read such books as Robert LaFollette's autobiography and one summer the entire works of Tolstoy, not merely the novels but the philosophical works as well. But perhaps more important than any reading was the personal teaching of Dr. Paul Smith, then the head of the history department and later president of the college.

Professor Smith, an Indiana Quaker and graduate of a Quaker college, had taught at the University of Wisconsin, where he had formed a great admiration for the LaFollettes and their kind of progressivism. He had two other, more general, interests: the lives of great political leaders and the workings of the American political system. He inclined strongly toward what Richard Nixon summarizes as "the great-man theory": the idea that history is made less by the force of circumstances than by the characters of the leaders. Moreover, in his other specialty, the U.S. political system, Professor Smith analyzed the practical methods of politics—in precinct, ward, city, district, state and nation—in the candid spirit of an anatomical dissection.

Richard Nixon graduated from Whittier in 1934 with the second highest average in his class. Duke University at that time was starting its law school, and to establish high academic standards set up 19 scholarships for its first class of 36 students. Nixon was awarded one. He was elected president of his law class as a senior and graduated with honors (Order of the Coif) in 1937. Then he joined a law firm back in Whittier.

Soon Nixon had been made assistant city attorney and a trustee of Whittier College, had joined the Junior Chamber of Commerce and had met the girl he would marry. Patricia Ryan, born on March 17, 1913 at Ely, Nev., where her father was a miner, had been brought to California at the age of one when her father turned to vegetable farming. Both parents died while she was young but she finished high school, worked in a bank, went east and worked in a hospital laboratory near New York, saved enough money to begin college and returned to enroll at the University of Southern California. With the help of part-time work, she graduated in 1937. That fall she got a job teaching business law, typing and bookkeeping at Whittier High School. Someone told young Richard Nixon, "There's a pretty red-headed new teacher down at the school you ought to go look over," and he did so. He was attracted but not quite certain how to proceed. Learning that she had joined an amateur theatrical group, he joined too. There the romance bloomed. But neither was impetuous and both knew the value of a dollar. They saved for three years and were married in 1940. Patricia worked for another year. When war came the young Nixons moved to Washington so Richard could answer the call for lawyers to work in the Office of Emergency Management, one of the big mobilization agencies.

Tiring of this routine job, he applied for a Navy commission. As a Quaker, he was against war, but like many other Quakers he felt that this was a war that must be fought. Commissioned a lieutenant j.g., he was sent first to desk duty in Iowa, and finally to the South Pacific as a ground operations officer with the Navy's combat transport wing. On Bougainville during one period, his unit was under bombardment 28 days out of 30. When the end of the war neared he was put on contract termination work which took him variously to Baltimore, Philadelphia and New York. He was mustered out a lieutenant commander. Then, as Nixon was considering a job offered him in New York, fate in the disguise of Herman L. Perry intervened to pluck him from the commuter's life which awaited him.

"Uncle" Herman Perry was a Quaker who had made the trek west from Indiana many years ago, had risen to become vice president and manager of the Whittier branch of the Bank of America and a weighty figure in local Republican affairs. Conservative in every ounce, he looked upon the New Deal as a work of iniquity, and upon Jerry Voorhis, who had represented the 12th Congressional District for five consecutive terms, as a Socialist or worse. But Voorhis appeared likely to win a sixth term by default for there was no Republican candidate of any stature to challenge him. A volunteer Republican committee had issued an invitation through the newspapers for any Republican who wanted to run for Congress to come and be interviewed. There were few replies. Uncle Herman thought of Richard Nixon.

'Are you a Republican?'

IN response to a wire from him, Nixon called from Baltimore. "Are you a Republican?" Uncle Herman wanted to know. "I guess so," Nixon replied. "I voted for Dewey the last time." Uncle Herman explained the situation and said, "You'll have to come to California and appear before the committee in two weeks."

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CHOWDER AND MARCHING CLUB which Nixon helped form as junior congressman keeps up its meetings, here meets for canapes and conversation in Vice President's office. Original purpose of club was to brief the "freshmen" legislators on issues. The seniors find the practice is still useful.

NIXON CONTINUED

They went to California—aged 33 and expecting their first child. Nixon spoke before the committee and a public audience. He got the committee's endorsement. He and Patricia had saved $10,000, mostly during the war when she had worked while he was overseas. With half of their savings they bought a little house in Whittier. They reserved the other half for living and campaigning expenses. The baby, Patricia Jr. ("Tricia"), was born during the primary campaign. Patricia Sr., having entered into the spirit of their political adventure, worked until the last minute at the Nixon headquarters, and was back again in a few weeks.

It was a rugged campaign. Sensing that his only hope of success lay in head-on attack, Nixon challenged Voorhis to public debate. Five were held, attracting large audiences and much publicity. Nixon, although nervous at first, summoned up all the stratagems and earnest charm that had won him the boxful of medals as a schoolboy champion, and the general feeling was that he outshone the veteran Voorhis. He was, he felt, a "liberal Republican." As such he did not attack the New Deal in all its aspects, but with conviction and a good conscience attacked the somewhat left-wing New Dealism which Voorhis represented.

The debater overrides the Quaker

THERE was, at the same time, the appearance of a peculiar ambivalence in his methods. Voorhis, a "liberal" but an anti-Communist by conviction and on his voting record, had not received an endorsement from the Political Action Committee of the California C.I.O., which at that time was under Communist influence. Yet Nixon referred to him as "the P.A.C. candidate." Nixon's official campaign folder declared that "A vote for Nixon is a vote against the P.A.C. [and] its Communist principles." He himself did not belabor this theme but his supporters did. Nixon did not control most of the forces working for his election. (No candidate ever controls *all* of them.) Yet, in permitting white to appear black, he was speaking as a debater does, not as a Quaker should.

He won the election. In Washington for the first session of the 80th Congress in January 1947 his first reaction, he remembers, was "frustration—I had the same lost feeling I'd had when I first went into military service." He was assigned to the committee on education and labor and soon had briefed himself on the issues being threshed out there. But he knew little about what was happening in other committees or in the inner sanctums of congressional leadership. He and Donald Jackson, another freshman congressman from California, and a few other war veterans in Congress decided to form a group for mutual enlightenment. Finally there were 16 in The Chowder and Marching Club, as they called it. They pooled information and advice about pending bills, and soon found themselves becoming something of a force in legislation.

In the 80th Congress's second session he was offered an additional post, on the Un-American Activities Committee. This committee had a deservedly bad name. Its chairman was J. Parnell Thomas, who later went to jail. Its procedures were identified in the public's mind with the foaming bigotry of John Rankin, its most

CONTINUED ON PAGE 154



Just around the corner!

Christmas is just around the corner and so is your neighborhood liquor dealer. And he has some mighty good suggestions for holiday gifts. One good example . . .

IMPERIAL
made by Hiram Walker
in an attractive gift carton. It's the best buy of the Big Four.

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MILK OF MAGNESIA
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use HOLLYWOOD sani-brown
. . . shines instantly





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NOW FLAVOR-PROTECTED WITH CELLOPHANE

Burgers Taste Better!
A·1 SAUCE
Ask for A.1. when dining out, too!

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Eeny...meeny...miney...mo...

Where will <u>half</u> these children go?



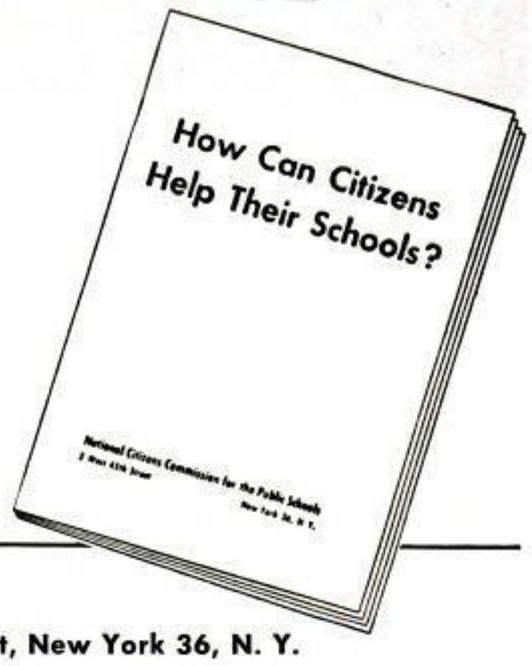
School statistics give the answer. And it's an alarming, even a dangerous one.

- This year almost 2 million more children are going to school than last year. 3 out of every 5 classrooms in the nation are overcrowded. 500,000 American children will be able to attend only half-day sessions.
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- By 1960 it is estimated there will be some 8 million more children crowded into America's schools than there are now.

The truth of the matter is, that in a period of unprecedented national prosperity, our schools are faced with the greatest crisis in their history. And yet our country's future—perhaps its very survival as a free nation — lies with better-informed, more useful citizens.

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vocal member. Nixon wrestled with his conscience about whether to accept. His friend Donald Jackson, in whose neighboring office much of this internal battle went on, has recalled, "This was a moral man struggling with his moral precepts. He felt the obligation to accept, but there was also the question in his mind of the committee's doing good or harm for the country as a whole. Dick's sense of loyalty to the country is extremely deep. He considered what the committee might do to uncover treason, and that probably made up his mind to take the job."

His acceptance of the job brought Nixon into the Hiss-Chambers controversy. That it survived to become The Great Hiss-Chambers Case was largely due to Nixon. "Hiss," he recalls, "was the most impressive, convincing witness I ever saw in my life." But gradually, as Hiss kept repeating the unvarying formula, "I never knew a man named Whittaker Chambers," Nixon became suspicious. "I was a lawyer," he explains, "so was Hiss; I began to get the feeling that here was a lawyer making a case, giving the appearance of candor and cooperation while not revealing all he knew." Nixon's stubborn persistence brought about the now-famous confrontation of the two men and drew from Chambers in private interviews the trivial, but deadly, memories (Birdwatcher Hiss spotting the prothonotary warbler; the Quaker Hisses speaking the "plain speech" [thee, thou] in their home). This last, says Quaker Nixon, "was a detail that gave me a flash of absolute conviction." As everyone knows, it also gave Hiss a conviction for perjury. Chambers has written, "Richard Nixon made the Hiss case possible."



PUMPKIN PAPERS dug out in Hiss case are read by Nixon, Investigator Robert E. Stripling.

Chambers also remembers that "Throughout the most trying phases of the case, Nixon and his family . . . were at our farm, encouraging me and comforting my family. My children have caught him lovingly in a nickname. To them he is always 'Nixie,' the kind and the good, about whom they will tolerate no nonsense."

The Hiss case made Nixon a national figure. But as he made his mark on national affairs, intimate association in grave and complex matters left its mark on him. He had started, as he says, with "ideas of black or white. But I learned that it's hard to find any field where it's all black or white and that men aren't 'bad'—just sometimes wrong. And that even if in your opinion they're wrong, you still have to acknowledge many indefinables and legitimate differences of opinion. People say you shouldn't compromise on matters of principle. But by 'principle' they usually mean what *they* believe in. I found that compromise is often what is right."

This growing insight into the nature of democracy was coupled with an increasing astuteness in, and fascination with, practical politics. He became, as one friend has put it, "a completely political man," until to some observers he seemed like an automaton digesting political factors and producing correct predictions. In a sense he became disillusioned and his occasional use of half-truths and tactics of deception, combined with the picture of forthright rectitude which he projected of himself, filled his campaign opponents with futile exasperation.

Yet, if his means were those of a political tactician and sometimes those of a sophist, his ends seemed to be shaped by conscience. His voting record shows an increasing independence of judgment: in his first term, the *Congressional Quarterly* tabulated his votes as following the general Republican line on legislation 91% of the time; in his second term, only 74% of the time; and in his two years in the Senate, only 70% of the time. On domestic matters he was rather conservative but he was a strong internationalist and supporter of the "bipartisan foreign policy."

On Capitol Hill he was never "one of the boys," but he was well liked, respected and marked as a man of the future. He had, moreover, without his knowledge, been marked specifically by General Eisenhower. His position on foreign and domestic problems was close to Eisenhower's. He had made no real enemies in the party. He was from California—32 electoral votes. He had "got" Alger Hiss and Communism-in-government was to be a campaign issue. With such factors in mind Eisenhower put him at the top of the list he had made of suitable vice presidents. But it was a secret so well kept that Nixon himself had no knowledge of it, and he was genuinely surprised when, following Eisenhower's

CONTINUED ON PAGE 157

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Schlitz is available in quart bottles, 12-oz. bottles and cans, and the 7-oz. bottle. Also in 24-Pak and handy 6-Pak cartons of cans and "one-way" bottles that require no deposit.

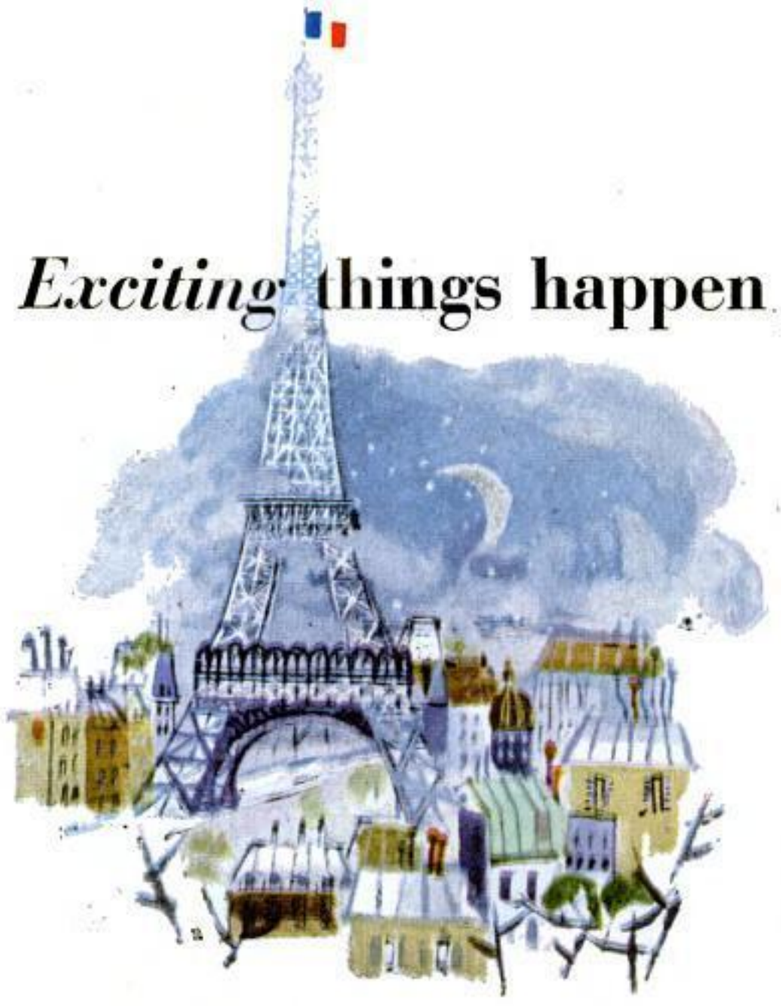
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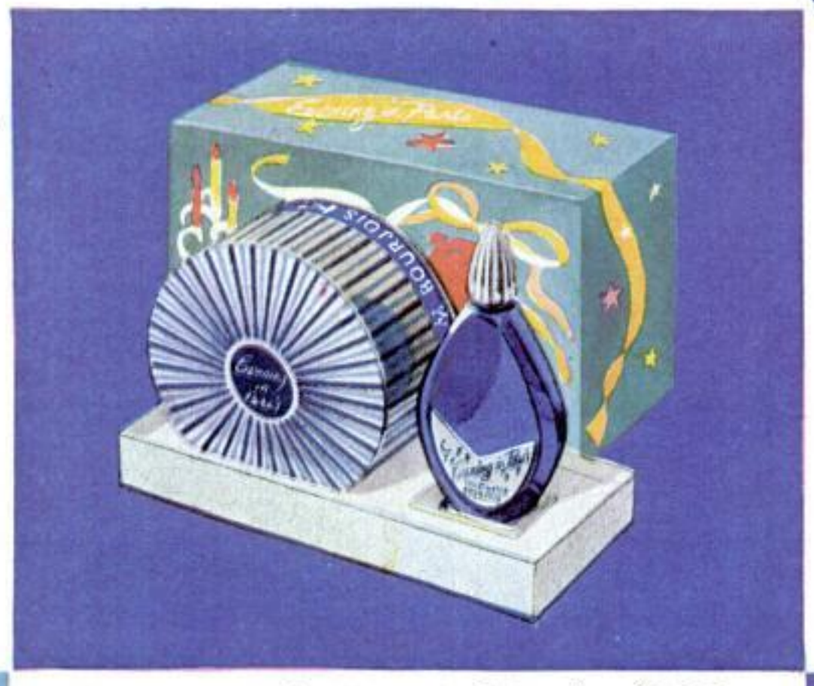
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nomination, the National Committee met under Herbert Brownell and endorsed him.

At that moment he was in a room at the Stock Yard Inn, with his shirt off, resting from the heat and excitement of the convention hall. There was a telephone call and he heard Brownell's voice, talking not to him, however, but to Eisenhower on another phone, saying, "The committee has decided unanimously for Nixon, General"—a pause—then Brownell speaking to him, telling him the news and that he should go directly to Ike's headquarters at the Blackstone Hotel.

Nixon excitedly grabbed his clothing and with his assistant Murray Chotiner dashed out to the inn's parking lot, commandeered a car and sped to the hotel, drafting a motorcycle escort along the way. Nixon asked a friend to call Whittier, and so Frank and Hannah were forewarned. They were at brother Donald's home near Nixon's Market, which Donald now operates, to watch the telecast from the convention hall. When her son was introduced and stepped to the rostrum, Hannah bit her lip and blinked a little. Then, when he smiled, she smiled at him. Frank sat close and intent, twisting the knob on his hearing aid. When the speech was over, Hannah kept murmuring, "It's just like a dream." Frank said, "Ike and Dick will make things snap."

Nixon campaigned vigorously, tirelessly, and, it seemed to some of the reporters who accompanied him, rather stridently. The crowds he drew were not impressive and the news he made was routine until, in the second week of September, the Democrats claimed to have discovered a financial scandal in Nixon's political past—a "secret fund" raised on his behalf by California businessmen.

What was the intent?

THERE are no absolutes that can be brought to bear in judging the morality of such a fund as this. The principle that political activities are supported by private contributions from citizens is one which, rightly or wrongly, is imbedded in the American political system. It is the intent that counts: a fund contributed by bad men to keep a bad man in office is a bad fund. By their own lights, and by ordinary definition, the California Volunteers for Good Government were "good" men. From Nixon, so they told him, they expected no *quid pro quo* but "good government." He could thus accept with a good conscience—as Adlai Stevenson with a good conscience could accept private contributions to make "good government" easier in Illinois.

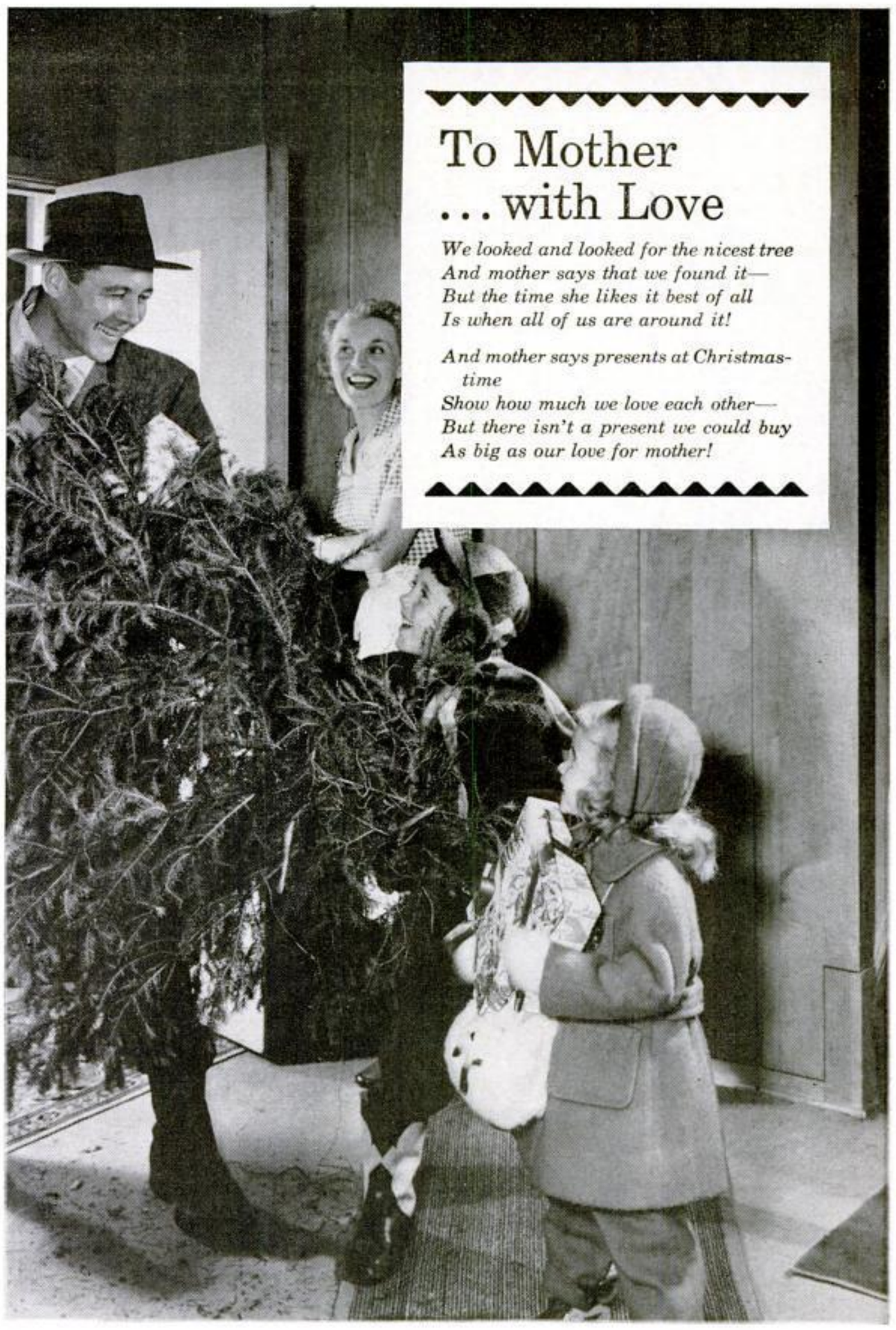
Nixon was not surprised when the question of his fund was raised but he was astonished by the momentum it quickly gained. Soon he was also appalled and angry—angry not at the Democrats who had launched the issue, but at Republican leaders who thought he should be dropped from the ticket. The issue erupted into the overriding one of the whole campaign. With mounting consternation, Nixon realized that unless he could contend with it successfully, he would in all probability cause the loss of the election.

The pressure built up. When he and part of his party flew to Los Angeles so he could present his case to the public via radio and television, Nixon stared morosely out of the window, lost in his thoughts. When he arrived and went to his hotel, the flow of callers and telegrams and telephone calls—mostly with the advice that he quit the ticket—began again, until at last he exploded, "I don't want to talk to anybody—nobody at all—including members of the staff!" For the next few hours he was alone, working out in his mind and in scratchy notes what he wanted to say. He had always spoken from notes, and in spite of the hazards involved was determined to do so this time, for he believed that a rehearsed, carefully phrased speech would destroy the feeling of candor that he hoped to convey.

The day before the broadcast he and his friend William Rogers (now Deputy U.S. Attorney General) walked the streets for awhile. They agreed that since the charge against him had become enveloped in emotionalism, it must be answered in terms that would appeal emotionally. During the walk Nixon spoke to Rogers about the now-famous reference to Checkers, the dog that an admirer from Texas had sent his children (". . . you know the kids love that dog and I just want to say this right now, that regardless of what they say about it, we're going to keep it"). The idea, of course, was taken directly from Roosevelt (". . . they now attack my little dog, Fala"), who had thereby converted an embarrassment into an asset.

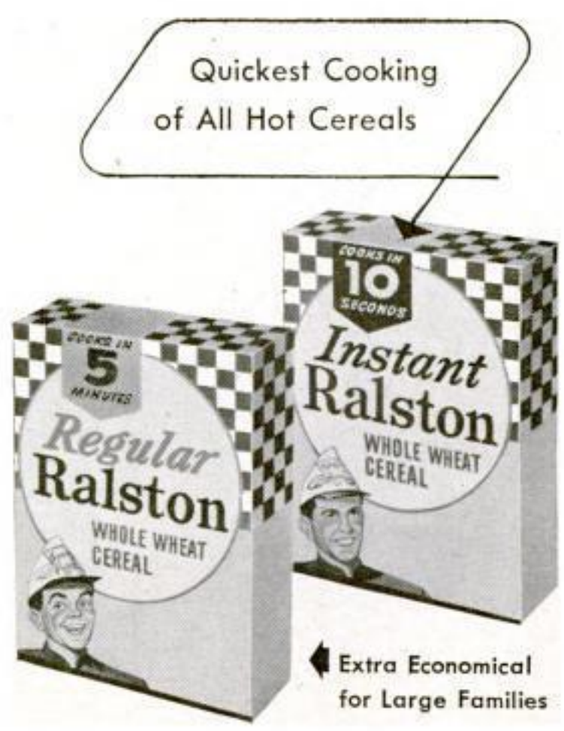
At 6:30 in the evening of Sept. 23, sitting at a desk before an audience estimated at 50 million people, Nixon began to talk: "My fellow Americans: I come before you tonight as a candidate for the

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No other cereal gives your family all you get from GOOD HOT RALSTON

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BLACKBERRY FLAVORED BRANDY



Real Fruit makes Arrow really delightful to give or serve straight or in a variety of mixed drinks

AMERICA'S BIGGEST SELLER!*

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vice presidency and as a man whose honesty and integrity hav been questioned. . . ."

He says, looking back, "I wasn't sure I could do it. It had to b good—it had to be a knockout. I told my wife I didn't think could do it. But it was like before starting in a football game— you're all keyed up, you're praying, your knees are full of water but then they blow the whistle and you get in there and hit tha line. I probably had been preparing to do it all my life." And, in deed, it was all there: the Quaker conviction that innocence is th strongest shield; the earnest, rather awkward, rather stagy man ner and method of the boy debater; the trained lawyer pleading case; the sincere patriot; the somewhat jaded politician pulling al the organ stops of sentimentality; the introversion repelled by th necessity for confiding intimate details of his life to 50 millio people; the doggedness, ambition and courage that had taken hin from Nixon's Market to this climactic point where not only hi own career but the fate of the election and perhaps accordingl the future history of the world lay poised, teetering on what h might say.

By popular opinion he was in the right. The speech drew som two million letters and telegrams, almost entirely favorable. The are now in the basement of the Administration Building at Whit tier College, where President Pau Smith has begun the gigantic jo of collating them in the interest of scholarship and of the historica foundation that has been set up t honor Whittier's favorite son an his star pupil.



OVERCOME in September of 1952 as Eisenhower stands by him, Nixon weeps at vindication.

And so Richard Nixon becam Vice President. Ostensibly he set tled into the expected role of non entity as if it had been made fo him. His few speeches and the littl news he made were reported in th press with perfunctory respect an no real interest. But then, little b little, Washington reporters bega to cross his freshly made trail i unexpected places. Within a fe months the realization dawned that his had been a strategic dis appearance, the result, perhaps, not only of his belief that ano nymity was necessary for the kind of work he was doing, but o the knowledge that he still had suspicions and reservations t overcome even among some of his colleagues in the new adminis tration. He was in the singular position, for a newly elected off cial, of having to make a comeback. But by midsummer Arthu Krock could report in The New York *Times* that "persons famil iar with the Vice President's helpful activities have told this co respondent that they consider them unique in the records of hi high office." Nixon had become the Vice President who made good

To a considerable extent his accomplishments reflect the Pres ident's conception of his own office. Eisenhower has been used t delegating authority to his top subordinates. Furthermore, havin been a close witness to the chaotic effects of Roosevelt's death an Truman's accession, he was determined from the beginning tha his own Vice President should be trained to take the reins smooth ly in the event that he himself died in office. Consequently, he ha allowed the Cabinet to hold meetings in his absence, with Nixo presiding, the first Vice President to do so. He also presides over th National Security Council meetings when the President is absen

So many extra jobs have come Nixon's way as "assistant Presi dent" that even when Congress is in session he spends only abou a fifth of his time presiding over the Senate. He must greet distin guished guests, pass out awards, preside at dedications, go to off cial dinners and otherwise relieve the President of minor tasks. T all these, pleasant and unpleasant, Nixon brings the conscientiou tenacity that he once applied to piano practice. Not even the n cessity for dining out, black tie, 18 nights running, could shake hi resolve to do his duty; it only taught him to shave and dress fas er. Black tie takes him 10 minutes, white tie 15; he keeps a razor a his office and can mow down his 5 o'clock shadow in five minute

However, Nixon's greatest value to the Administration lies i quite another field. Neither Eisenhower nor most of his Cabine nor most of his administrative assistants had any prior experienc in government, let alone in practical politics. Nixon is a profes sional. He has not simply moved into the vacuum; he has bee virtually forced into it by the daily necessities and frequent cr ses incident to the operation of an Administration having a ba

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How I feel about LIFE

LIFE file . . .

My brother Ben and I run maybe the busiest back-date magazine store in the world. It's on Sixth Avenue in New York City. We have customers in here fourteen hours a day and we're famous enough to get mail just addressed:"Old Magazines, Near 42nd St."

A few yards away is the big New York Public Library. You find something in an old magazine there. Can you clip it out? You'd go to jail! Copying takes time. Photostats cost money and don't come in color. So hundreds of people cross the street and buy from us.

We keep files of about 400 different magazines—technical, literary, all kinds. But we do most of our business in LIFE and half a dozen others. An old LIFE never dies. The demand for back-date copies of LIFE is so great that we keep a complete file from the first issue to date and have a reserve supply of around 50,000 copies in a warehouse.

Why do so many people want back issues of LIFE? Principally because they have a specific need for the color pictures that have appeared nowhere else. I enjoy LIFE myself. I've never traveled farther than Canada, but feel that from these pictures I have a pretty good idea of Europe and perhaps as good a general education as if I had finished college.

In 1937, LIFE had a beautiful set of color pictures of the coronation of King George VI. We have been selling that issue ever since, with a lot of calls for it recently—sixteen years after it was published.

Once a man came into the store looking for authentic pictures of snakes. He had searched through many magazines without luck, but I whipped out just what he wanted—color reproductions in an old issue of LIFE.

Artists often need pictures of historical costumes and period furniture. We get lots of calls for LIFE's 1947 article, "The Golden Age of Furniture." LIFE's "History of Western Culture" is popular with students. The big feature LIFE had early in 1948 on ancient Egypt is still asked for.

One day an old couple asked by date for a wartime issue of LIFE. When it came up, they opened it to a picture of a young soldier standing beside a bombing plane.

"This is the last picture taken of our son before he was killed," explained the man.

I gave them every copy of that particular issue of LIFE that we had in the place.

By **SIDNEY FRIEDMAN,**
back-date magazine dealer



"I drink all the coffee I want...

"I love coffee, but ordinary coffee didn't agree with me. The caffein in it got me down and kept me awake at night. But did I give up drinking coffee? I certainly did not! I just gave up drinking caffein by changing to Sanka Coffee. Now . . .



I get all the sleep I need!"

"You see, Sanka Coffee is *real* coffee, pure coffee . . . and it's 97% caffein-free. That's why I sleep like a baby, and my nerves are in wonderful shape. If you're like me, you'll probably like Sanka even better than the coffee you're drinking now."



DONT STOP DRINKING COFFEE... JUST STOP DRINKING CAFFEIN!



Have you these symptoms? Nerves jumpy? Tire quickly? Short of breath? Blood pressure up? Can't sleep? These symptoms may come from the caffein in coffee. Switch over to Sanka Coffee.

SANKA COFFEE

Delicious in instant or regular form



Products of General Foods



ADMINISTRATION'S MR. FIXIT, Nixon set up lunch where Rep. Da Reed called a truce in war on Eisenhower's policy. Joe Martin (*right*) beam

NIXON CONTINUED

majority in Congress and, it often seems, a bare majority in its ow party. Former Major General "Jerry" Persons is the official Whit House liaison man with Congress, but Nixon has become *ex offici* his partner. There is plenty of work for both. This is delicate bus ness and Nixon tries his best to remain anonymous. Many of th things he has done cannot be reported. But some are matters c common knowledge in Washington.

For instance, on the controversial "Bricker amendment" limi ing the President's treaty-making powers, which the White Hous opposed, it was Nixon who reported that there was much stronge congressional and public support for it than the Administratio realized, and that some compromise must be worked out in orde to avoid a fight. At the same time, when Senator Langer, chairma of the committee in charge of the bill, insisted that Secretar Dulles and Brownell testify on it immediately, it was Nixon wh got Langer to postpone their appearances for a month or so. Pl cating, instructing and negotiating with Republicans, in fact, take a great deal of Nixon's time. When he discovered that most of th freshmen Republican congressmen were against foreign aid, h talked with them for two hours, answering their questions, e plaining the Administration's program and converting most them to it. Similarly, he has arranged briefings for groups of co gressmen by the military leaders to build support for the Admi istration's position on the revamping of the military budget.

Equally important, he has cultivated good relations with th Democratic leaders in the Senate and House, without whose coo eration little legislation could be passed in the present Congres When Senators Russell and George began to feel offended that th President was not consulting them on foreign policy, it was Nixo who heard of it, and he who suggested that Eisenhower invite the to lunch, and much was accomplished. Nixon has also taken pai to see to it that the press is kept informed, on an off-the-reco basis, of the Administration's problems and plans, resulting n only in more intelligent reporting but also in incidental goodwil

Credo of a mediator

IN the field of "practical politics," Nixon believes in restrai and courtesy. "I never *ask* a congressman or senator to vote certain way," he says. "I'd feel that was bad manners, an unplea ant experience for both of us. And it's very, very few times I 'get tough.' I've got a temper—I expect I got it from my father but the only time to lose your temper in politics is when it's deli erate. The greatest error you can make in politics is to get ma I've found that a restrained, tolerant, courteous approach is th best. I believe in discussion. If there's something I want to g across to a man, I discuss it with him, we look at it pro and co maybe I indicate how the President feels about it, and then l nature take its course. Usually the results are good."

The severest test of this method—with only fair results—can when Nixon tried applying it to the Administration's most emba rassing domestic problem, "McCarthyism." His great advanta in dealing with the Red-hunters in Congress has been seniorit by comparison, Velde and McCarthy are johnny-come-latelies wh

CONTINUED ON PAGE

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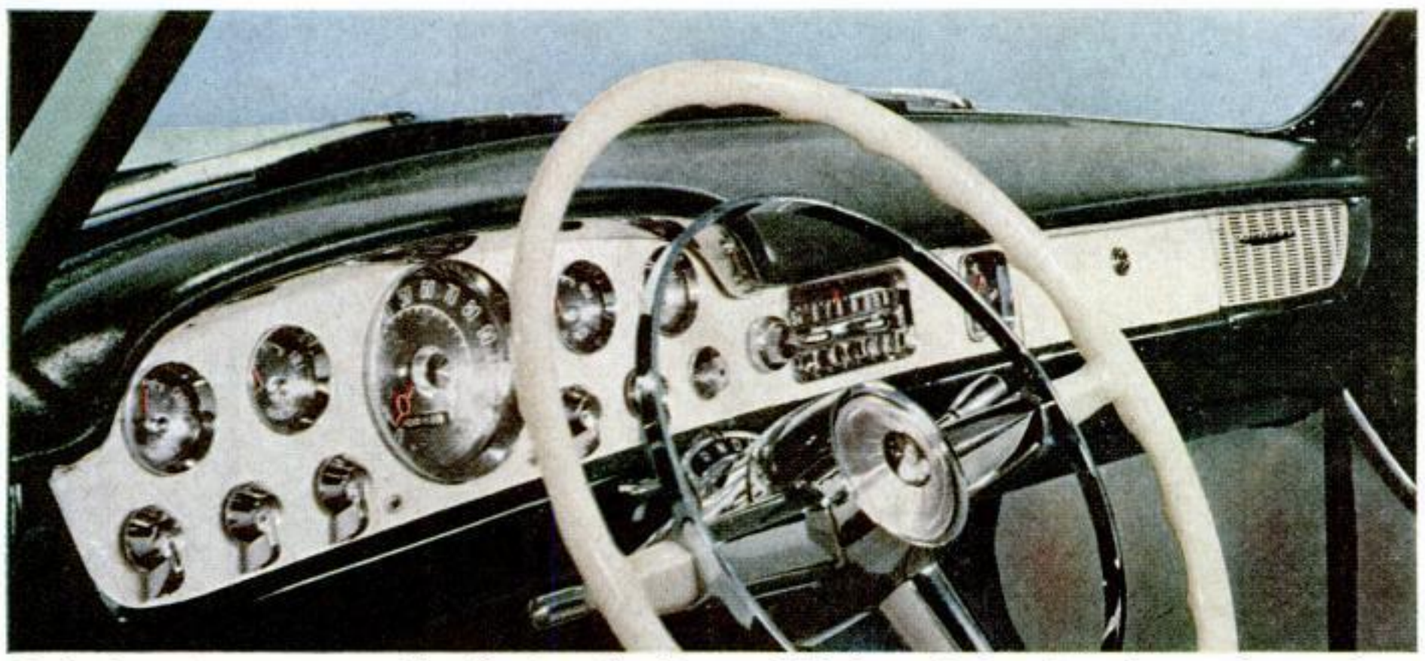
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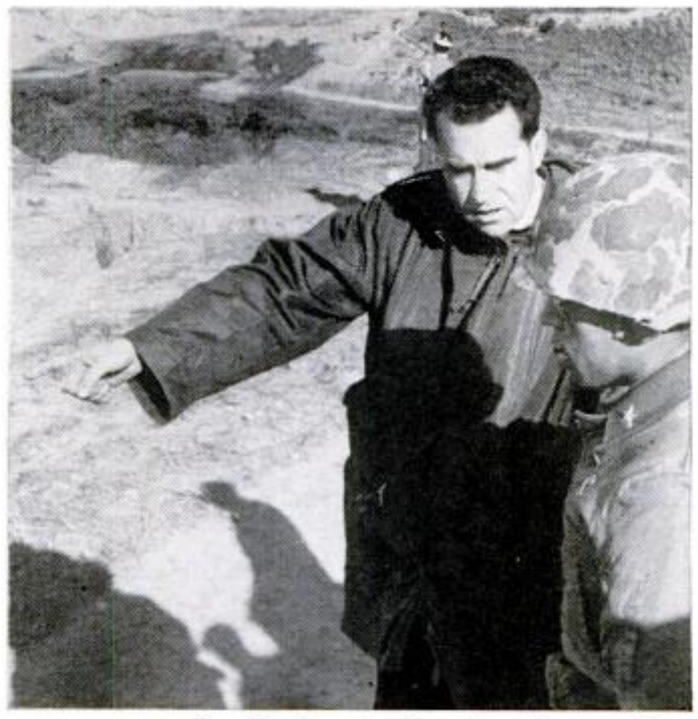
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THE TOURING NIXONS MEET THE PEOPLE . . .



IN MALAYA, Red-stalking Somerset Regiment men show Nixon a hardy jungle weapon, a machete.



IN KOREA, bundled in battle jacket, he is taken over the ROK defense lines by a Korean general.



IN TAIWAN, Mrs. Nixon risks loss of slipper at airport to kneel for welcome gift of Formosan girls.

NIXON CONTINUED

whatever else they might feel about him, could not conceivably suspect him of "softness toward Communism." Behind the scenes, he has worked hard at bringing moderation and judgment to their activities. From the irrepressible Velde he secured a promise not to make statements without first clearing them through the full Un-American Activities Committee of the House. Velde soon violated it by unilaterally calling for an investigation of the clergy, and again most recently by trying to subpoena Harry Truman. But the committee proceedings are, at any rate, conducted on a higher plane of investigative skill and judicial fairness than before.

As for the unpredictable McCarthy himself, Nixon has intervened several times to prevent the direct, open warfare with the Executive Department that McCarthy seems so often to invite. He negotiated the peace between Dulles and McCarthy when the latter made his private agreement with Greek shipowners not to carry goods to Communist China, talked McCarthy into withdrawing a letter he had sent to the President demanding that he clarify his position on trade with China, convinced McCarthy that he should not subpoena members of the Central Intelligence Agency and, later on, that he should not try to keep J. B. Matthews, his chief investigator, in the face of party pressure against him. He intends to stay on good working terms with McCarthy, not so much because he believes in "getting the Reds out of the government" (which he does), and certainly not because he approves of McCarthy's methods (which he does not), but because the "McCarthy problem" menaces the success of the Administration and he feels duty-bound to do whatever he can to solve it.

Among some Democrats, all these activities have earned Nixon a fresh reputation for expediency and a nickname, "Ike's errand boy." But he stands well with his boss. Eisenhower has privately called him "the most valuable member of my team"; and last week as Nixon entered the final leg of his Far Eastern trip (see pictures on this page) the President said that he was highly pleased with the way he had handled his mission there.

One man in the Executive Department has said of Nixon's operations: "Most decisions in the government aren't made on the basis of philosophy, but on the basis of the dozens of events, personalities and situations that exist—in other words, the practical world calls for practical solutions. In that context Nixon is a man of principle—a man of principle who is *also* a great political tactician, and who works toward the ends he wants by means of political techniques."

Another man, also a member of the White House family, has this to say: "Nixon is a vital part of our leadership. For all practical purposes he's running the government here in Washington. He has impressed everyone. If you saw him at a Cabinet meeting, you would quickly recognize his stature vis-à-vis the other members of the Administration. He doesn't waste words. He gets right to the heart of the matter. He's realistic. From the political approach he's very practical. But I think his judgment as well as his political acumen has impressed the Cabinet. More and more we look to him when we need help. There's no one more universally liked and he's always ready to pitch in and help. You used to hear a lot of people wonder what would happen if the President died. Now you never hear that. When a man produces, his reputation takes care of itself."

And spreads. Not long ago the *Montgomery Advertiser*, of Montgomery, Alabama, commented editorially: "As Nixon took the oath in January, we confidently mumbled to ourselves, 'The country is going to get awfully tired of this bird in four years, and may the Lord preserve Ike's health.'

"Our disvaluation—nay, disdain—for Nixon stemmed from the . . . speech in defense of his political fund. This mawkish ooze illbecame the role of a man who might become the President of the United States. . . . Moreover, we imagined that we saw signs that he had a big-Ike conception of himself and was going to be disagreeably pushing.

"But . . . with iron discipline, he seems to have dedicated himself to quiet, patient, and unseen aid and comfort to his chief and his party. . . .

"Thus, by degrees, we have found ourselves dissolving our previous conception of Nixon. The returns aren't all in, but the new Nixon rejoices us. Perhaps in the end it will be generally conceded that the President knew his man when he said, 'He's my boy!' "

. . . AND THE LEADERS OF THEIR COUNTRIES



CHIANG KAI-SHEKS are presented with a gift from Eisenhower, the President's signed portrait.



SYNGMAN RHEE, South Korean chief, takes Nixons on Buddhist temple visit. All hold programs.



HIROHITO and empress provided a red carpet at airport, royal coach and horses, royal interview.

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Life's Visit



A DEFENSE against Bobo is mousetrap on shelf. After getting his fingers caught, he left books alone.



VERSATILE PIANIST Bobo beats keys with both hands and feet. Sometimes he bites off keys.



PROTECTED PHONE has a box built around it which is bolted shut when instrument is not in use.



BOY HOLDS BOBO AFTER HIS CAPTURE

Bobo Gets and Wrecks a Home

GORILLA LIKES FAMILY BUT PLAYS ROUGH

Bobo is a baby gorilla who was captured by an American hunter in French Equatorial Africa two years ago (LIFE, Nov. 19, 1951) and brought to the U.S. Sickly when he arrived, Bobo was adopted by the family of R. B. Lowman, a stonemason of Anacortes, Wash., who put him on a six-meal-a-day, vitamin-packed diet. His weight jumped from 11 to 40 pounds in a year and he began expending his energy by jerking down the drapes, pulling the washbasin off the wall and, in general, ruining the house.

"His philosophy," says son Bill Lowman, "was that anything standing up should be knocked down." He pulled the legs off the dining table, broke all reachable windows, beat the toilet seat into submission. At first the Lowmans repaired everything but finally gave in and left things as Bobo wanted them to be.

Whenever Bobo is afraid, he runs to Mrs. Lowman and either jumps into her arms or grabs her around the legs. This show of dependency and affection has made the Lowmans very fond of their ward and they hate to think of the time when they must sell Bobo to a zoo. This will be soon for Bobo almost has enough strength now to be dangerous. "It'll be like sending our own child to an orphanage," says Mrs. Lowman.



PLEASANT PASTIME for Bobo is turning Mr. Lowman back over on chair when he is watching television. Bobo put large scratch on Mr. Lowman's forehead.



PLAYING BY HIMSELF Bobo mixes up the furnishings in living room. For some reason he has never touched bass viol. Television set is tied to the wall.

SHOWING HIS AFFECTION, BOBO GIVES MR. LOWMAN A SOFT BITE ON CHIN —

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BIG TIME DISPLAY

A German manufacturer named Beutter decided some months ago to put on a big show of making little timepieces. He put his factory in the Black Forest to work building 20 giant brass and steel clocks that looked like wrist watches but weighed 6½ pounds, had faces one foot across, plastic straps five feet long and movements containing 11 fair-sized rubies as jewels. When they were through being tinkered with, the watches ran 17 days without rewinding. Beutter put 18 on display in jewelry shop windows around the country and saved two for an annual trade fair in Frankfurt where a photographer spotted them being lugged up the steps one day, at the time indicated, by a couple of carriers who were so dwarfed by their loads that they looked like midgets in Brobdingnag.

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